

# LIFE



PRESIDENT ROOSEVELT

JANUARY 4, 1937

10 CENTS



# CITATIONS

Summary for 1936

**RADIO—February 1.** New York World-Telegram announces results of its Annual Radio Poll of 239 of the leading Radio Editors of the country: First Awards for Favorite Program, Favorite Comedian and Favorite Classical Singer go to radio shows produced by Young & Rubicam.

**MAGAZINES & NEWSPAPERS—February 26.** Presentation of Annual Advertising Awards, for excellence in newspaper and magazine advertising: Of a total of 22 such awards, 6 go to Young & Rubicam—the highest number received by any advertising agency.

**RESEARCH—February 26.** Annual Advertising Awards also present Medal to Dr. George Gallup, Young & Rubicam's Director of Research, for his "distinguished contribution to Advertising Research."

**OUTDOOR—November 14.** Outdoor Advertising, Inc., writes a check for \$3,000 for the best poster in a competition open to all Art Directors of all agencies. The winner: John Zwinak of Young & Rubicam.

# FORECAST

for 1937

**THE NEWSPAPERS,** these past few months, have been full of news about pay increases, bonuses, wage boosts, added dividends.

Thrown back into circulation, most of this money will return to industry.

All manufacturers, all merchants will share in that return. But a *larger* share will come to those who give better values and whose advertising does a better job than the other fellow's.

## Young & Rubicam, Inc.

ADVERTISING

NEW YORK • CHICAGO • DETROIT  
HOLLYWOOD • MONTREAL • TORONTO



# LOTS OF ROOM GIVES YOU A RESTFUL RIDE IN THE NEW PLYMOUTH

## RELAX

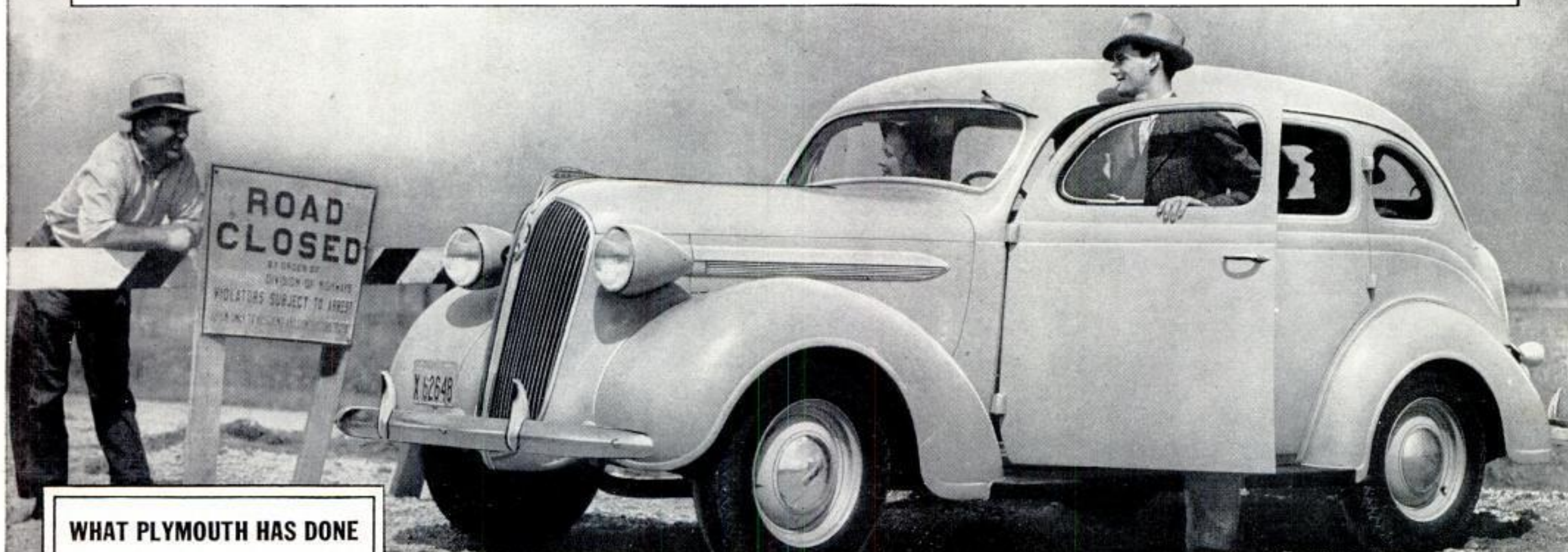
*NERVE-SHATTERING Road and Body Noises are Insulated Out—Rumble, Vibration and Bumps are STOPPED by the New Rubber Body Mountings and Shock-Absorbers—You've more Room for Your LEGS, SHOULDERS, HEAD—more Luggage Space—You RELAX... really Rest!*



FRONT SEATS ARE 3" WIDER; 2½" MORE IN REAR! More head room and leg room. Biggest Plymouth in history!

SMOOTH RIDING...no bumps or vibration can reach you. Smooth stopping with Double-Action Hydraulic Brakes!

RADIO-STUDIO sound-proofing in top, floor, walls and door panels shuts out nerve-racking road noises and hum.



The beautiful 1937 Plymouth De Luxe Four-Door Touring Sedan.

### WHAT PLYMOUTH HAS DONE

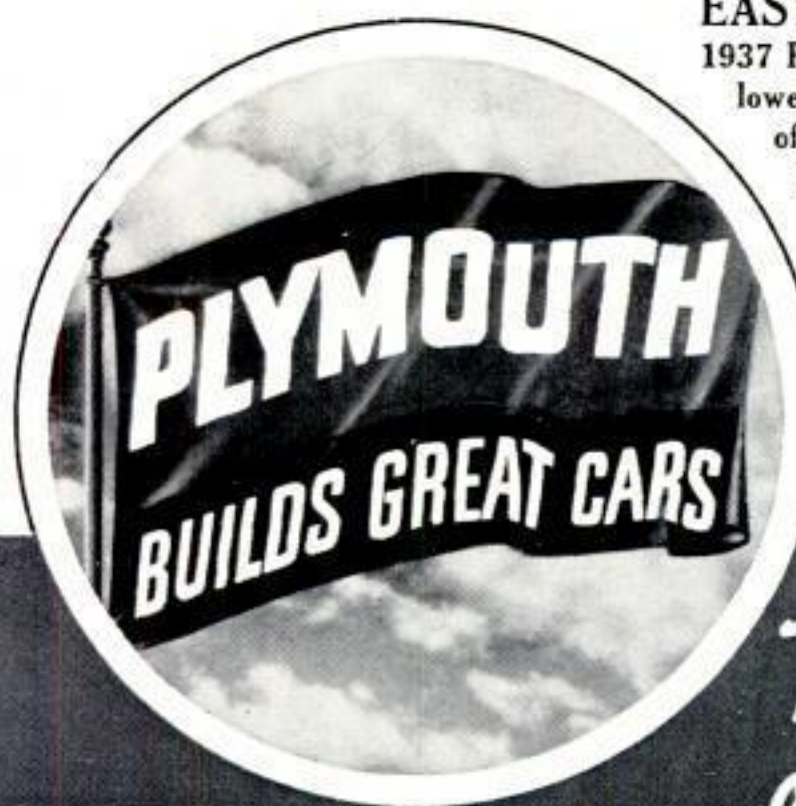
1. No more Fogged Windshields.
2. No "Back Street" Jolts.
3. No Nerve-trying Noise.
4. No "Wandering."
5. No "Wheel-Fight."
6. No Night Eye-Strain.
7. No Jerky, Squealing Stops.

LEARN HOW PLYMOUTH  
HAS ACTUALLY TAKEN THE  
NERVE-STRAIN FROM DRIVING

SEE WHY THIS BIG 1937 Plymouth is so amazingly comfortable:

New Airplane-type Shock-Absorbers... Rubber Cushions between body and frame... Floating Power engine mountings... new Scientific Sound-proofing... improved steering and shifting... new Hypoid rear axle... Hydraulic Brakes... new Safety Interior!

Drive this new Plymouth... now at all De Soto, Chrysler and Dodge dealers. PLYMOUTH DIVISION OF CHRYSLER CORP.



EASY TO BUY... This big, beautiful 1937 Plymouth is priced right down with the lowest. The Commercial Credit Company offers convenient terms through De Soto, Chrysler and Dodge dealers.

We believe you'll find, after Careful Inspection, that Plymouth gives you Better Engineering, Materials and Workmanship than any Other Low-Priced Car!

TUNE IN MAJOR BOWES' Amateur Hour. Columbia network, Thursdays, 9 to 10 P. M., E. S. T.

*The Best Buy  
of All Three!*

# PLYMOUTH



**380,000**

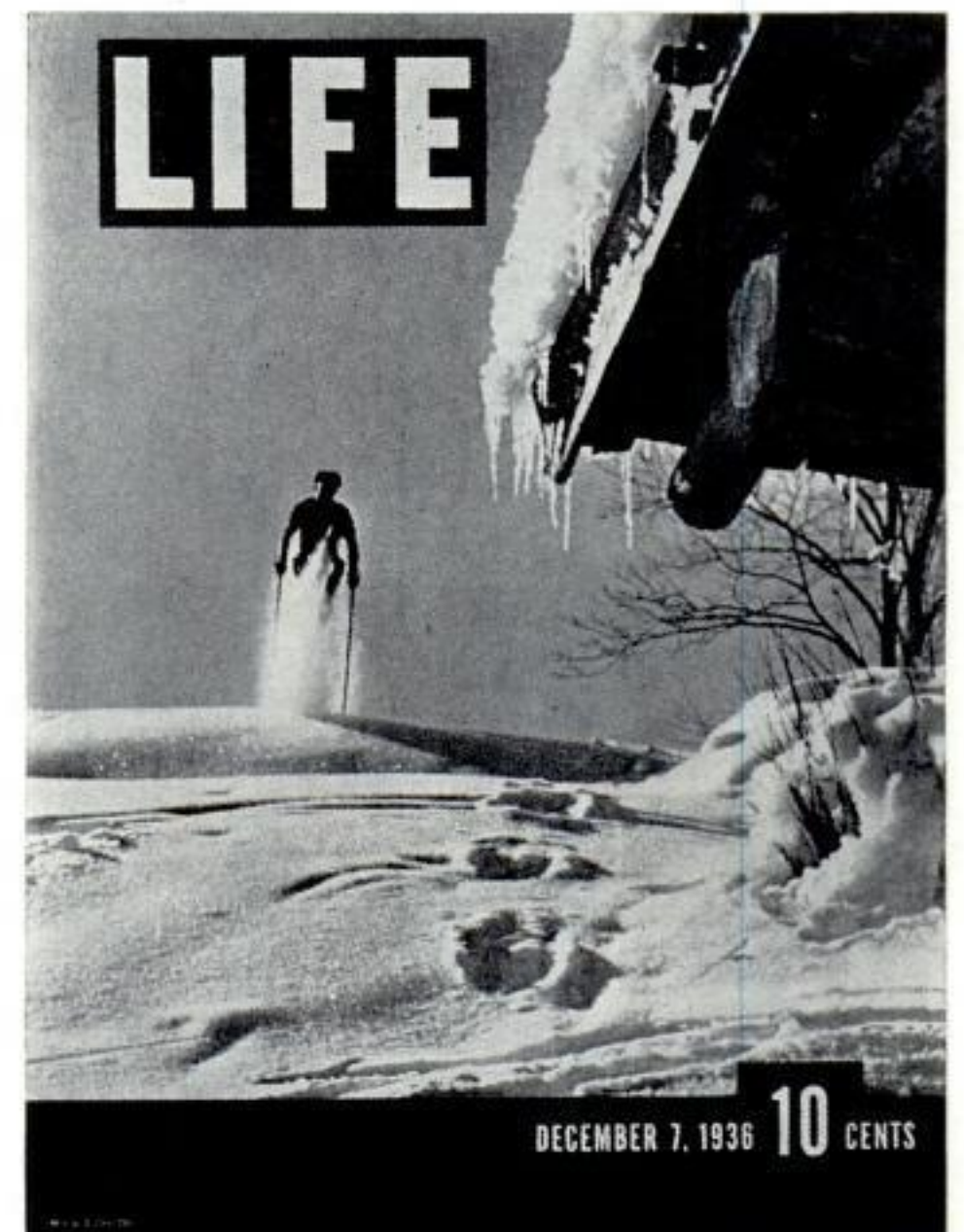
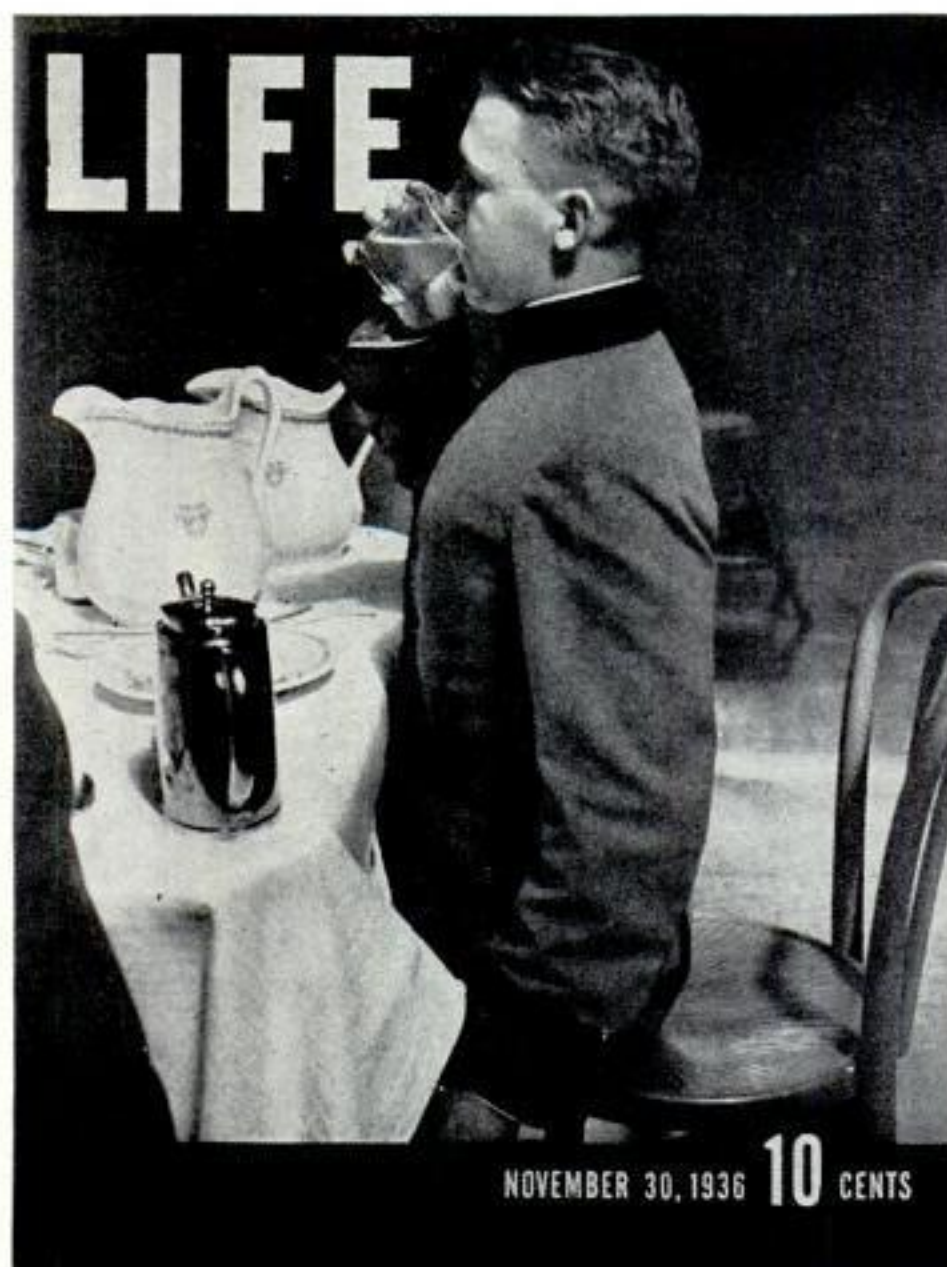
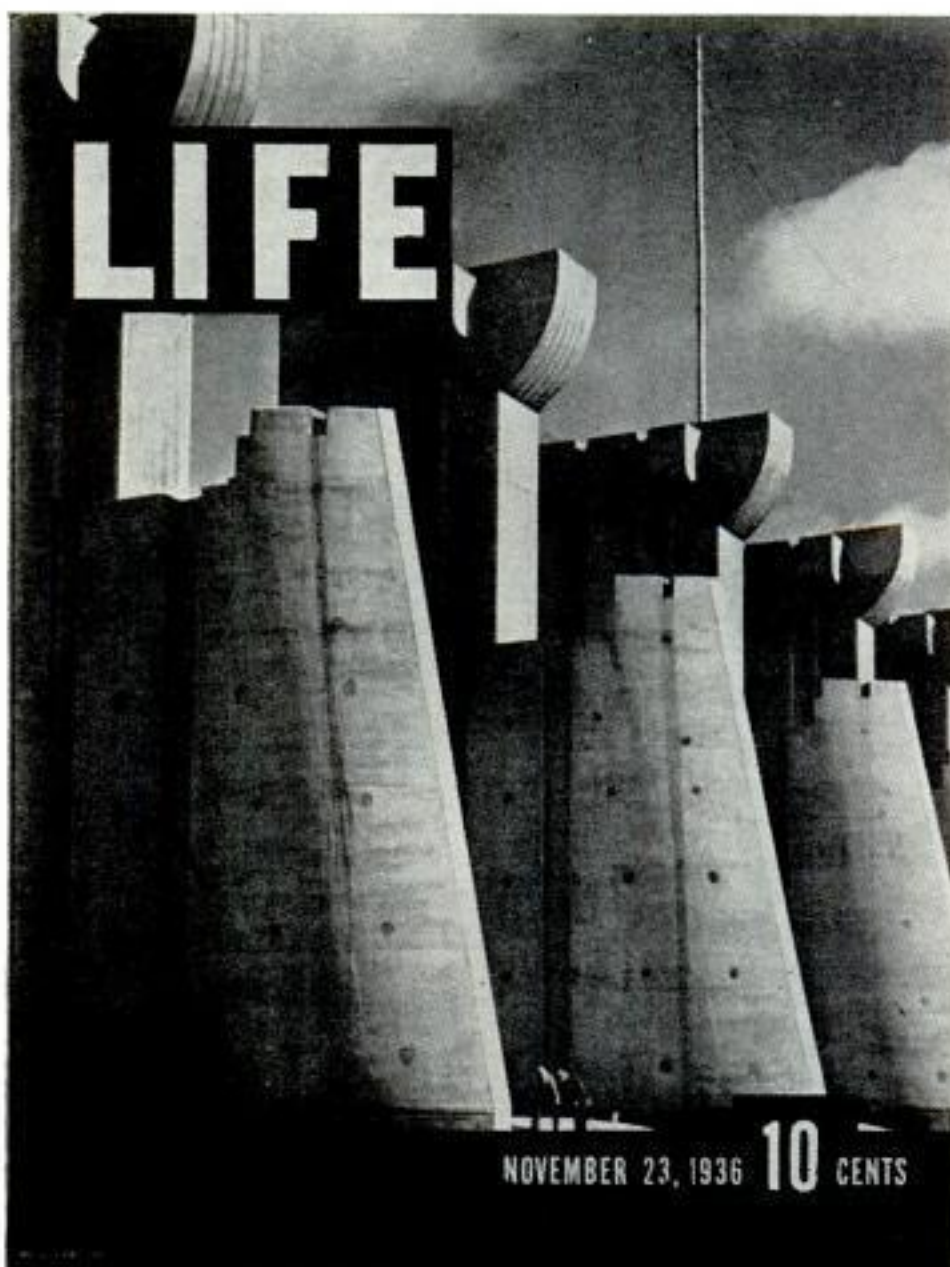
(Paid Circulation)

**415,000**

(Paid Circulation)

**460,000**

(Paid Circulation)



**With this issue**

**LIFE PRINTS**  
**650,000** **copies**

LIFE's literally unceasing efforts to inch up its output week by week have produced again some 50,000 additional copies over a week ago—some 270,000 over the first issue.

Why haven't these added copies eased the newsstand shortage? Some of them, of course, have been used to fill new subscriptions. But if *every* additional copy (270,000) had gone to LIFE's 30,000 newsdealers, it would have meant an increase of only 9 copies per dealer.

Meanwhile, according to LIFE's newsstand distributors, the demand for LIFE is increasing, newsdealer reservation lists growing longer.

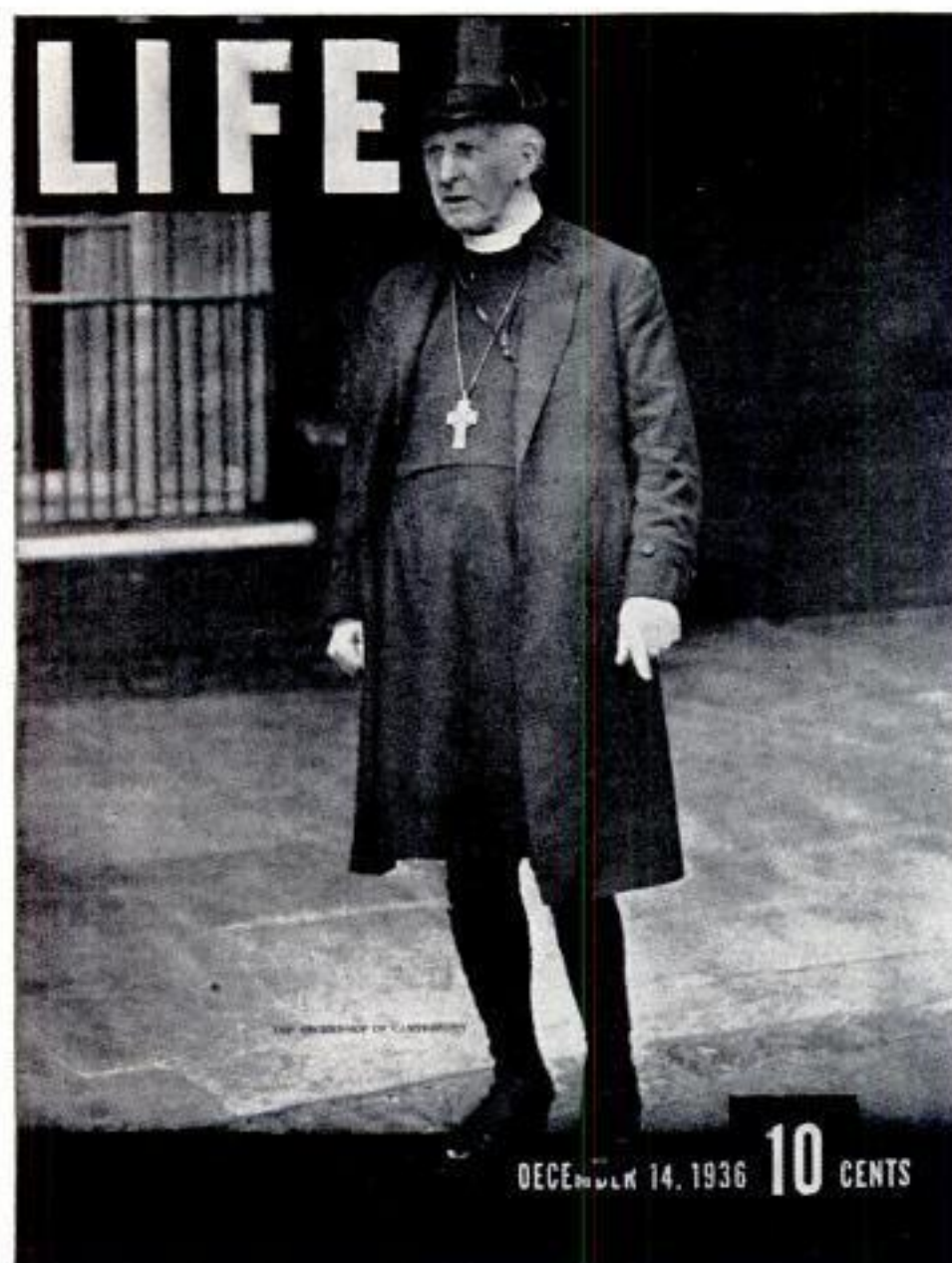
This week's entire increase of 50,000 copies will again go to newsdealers in an attempt to give them some relief in a predicament their best customers find hard to understand.

**LIFE LIFE LIFE LIFE LIFE**



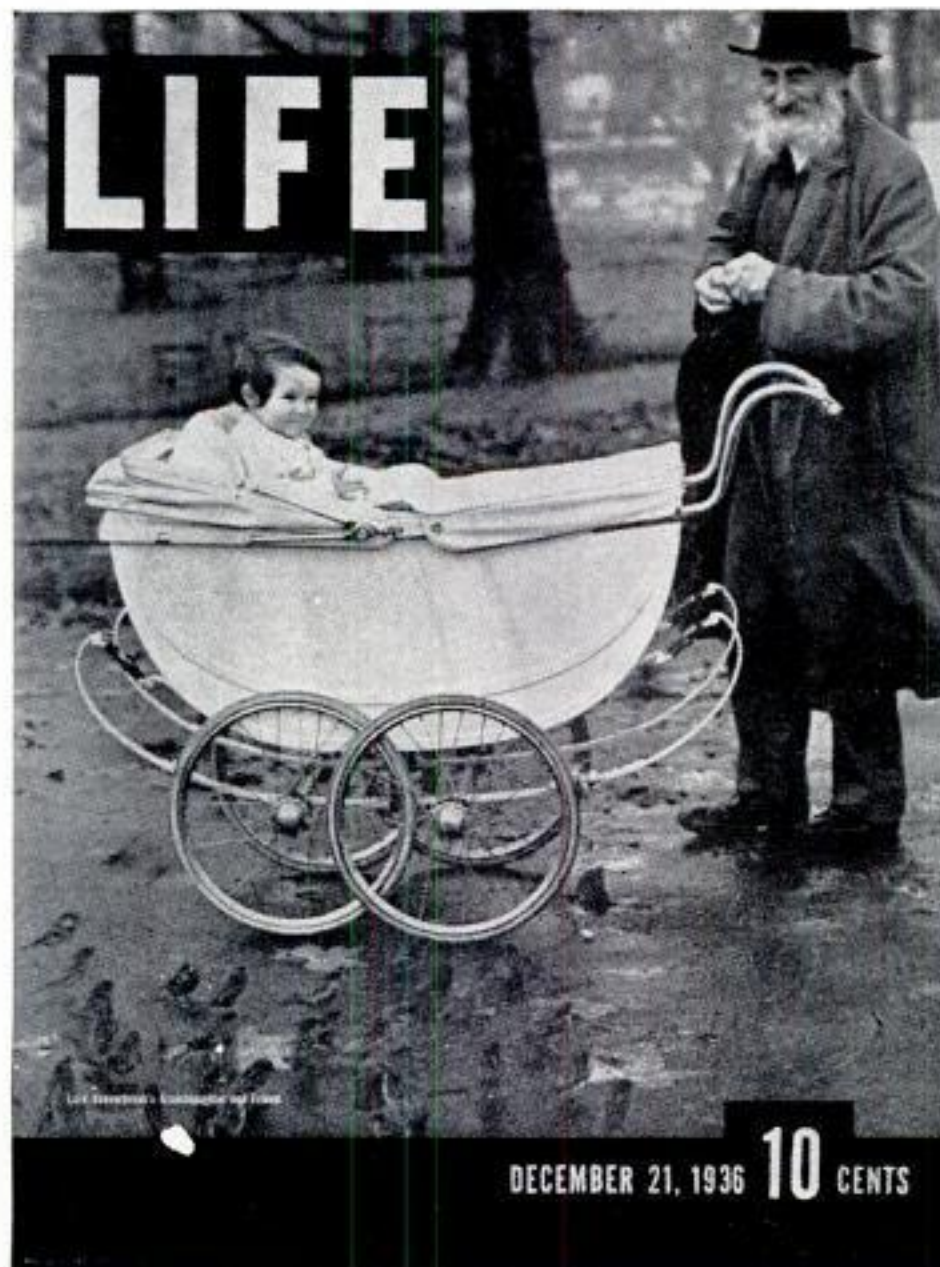
# 480,000

(Paid Circulation)



# 550,000

(Print Order)



# 600,000

(Print Order)



All of our dealers were sold out of LIFE Friday. They all are asking for increases. The demand is getting greater with each issue. We are receiving more requests each week for increases.

THE AMARILLO (Texas) NEWS COMPANY

We had a complete sell-out on LIFE, Saturday, December 12th. We could have used 3000 more copies.

HARRY R. WOOD, OMAHA

LIFE again a sell-out. Demands for increased orders from dealers still keep coming in.

THE RHODE ISLAND NEWS COMPANY, PROVIDENCE

LIFE again entirely sold out on the day of publication.

THE ROCHESTER (N.Y.) NEWS CO.

When are we going to receive more LIFE Magazines? Our dealers and customers are driving us crazy, and blame us for not giving them more copies. We can use four times as many copies.

A. L. SEIDLER, SPRINGFIELD, ILL.

LIFE again a complete sellout three hours after it was placed on the stands. Ninety eight percent of our dealers do not place LIFE on their racks but reserve the copies for special customers.

THE AMERICAN NEWS COMPANY, HAZLETON, PA.

Ninety-five per cent of the copies we distribute are paid for before delivery is made to our dealers so there are no copies available for new readers, hope to receive an increase to clear up this critical situation.

THE KALAMAZOO NEWS AGENCY

Demand for LIFE is increasing. Last issue was a complete sell-out within 6 hours after dealers received copies. It is hard to pacify the dealers that we are unable to supply at all.

THE OSAGE NEWS COMPANY, TULSA, OKLA.

Most all of our city dealers have reservations for many more copies than they receive.

THE BAKERSFIELD (Calif.) MAGAZINE AGENCY

We are receiving considerable complaint, as no doubt you are too, as a result of our being unable to supply

dealers with the quantities they think they should have. Here in Youngstown, double the quantity we are now receiving, will not at this time be sufficient to take care of the demand.

THE YOUNGSTOWN (Ohio) NEWS COMPANY

We continue to have a sell-out in all instances. Have not come even close to supplying the demand in either city or country trade.

THE SOUTH-WEST NEWS COMPANY, KANSAS CITY, MO.

Again we report a clean sell-out of LIFE. Demands of dealers more insistent than ever. Many of their patrons are calling us up trying to secure copies.

THE HARTFORD (Conn.) NEWS CO.

LIFE again a complete sell-out. Dealers are demanding more copies and will not be satisfied until they get them. Anything you can possibly do to relieve the situation will be greatly appreciated.

THE ALLENTOWN (Pa.) NEWS DELIVERY

Last week we asked you to make our order 5000 copies of LIFE—missed 2000 sales. Can only repeat that telegram today—believe we are conservative. About 99% of the dealers have every copy spoken for that they received. Not more than 10 places in Baltimore are able to put copies of LIFE on the newsstand.

THE BALTIMORE NEWS CO.

Same experience with LIFE again—sold out clean in less than 24 hours.

THE BUFFALO NEWS CO.

Little we can add in reporting on LIFE. The quantities allotted to us are disposed of before they are received.

THE AMERICAN NEWS CO., LTD., MONTREAL

LIFE was sold out again the same day that it went on

sale. Although we appreciate the extras we received last week, we are still way under the demand.

THE AMERICAN NEWS COMPANY, LYNN, MASS.

LIFE complete sell-out. Dealers are not even displaying copies. They have more sold than they receive each issue. Estimate we are losing between 10,000 and 15,000 sales each week.

AMERICAN NEWS COMPANY, LOS ANGELES

Again had a complete sell-out on LIFE magazine. All dealers have their allotment sold in advance and are asking for many more. We know that demand is greater than publishers can supply. However, if at all possible please try and secure increase for us, to enable us to partly fill our demand.

THE PASADENA NEWS AGENCY

Sale on LIFE again 100%. In fact, practically all of our copies are sold before they are ever delivered to our dealers. Practically all copies are laid back for special customers and no copies placed on sale.

THE FORT WAYNE (Indiana) NEWS COMPANY

This magazine is getting more popular every day. We have never had such a demand for any book or periodical. Any increase you can give us, however small, will be greatly appreciated.

THE AMERICAN NEWS COMPANY, BROCKTON, MASS.

December 14th issue of LIFE complete sell-out. Dealers state their supply of stock is inadequate to take care of advance orders. Please send substantial increase soon as possible.

THE MINNEAPOLIS NEWS COMPANY

In asking that our order be doubled, I really feel I am being quite conservative. I have never seen a publication take hold the way LIFE has.

H. S. SHOUSE, SAN FRANCISCO

# LIFE LIFE LIFE LIFE LIFE



# SPEAKING OF PICTURES...



**Mrs. Lindbergh's knees** show in this photograph so the Del Monte publicity bureau, whose cameraman caught the flyer's wife clambering down

a hill, suppressed it. Picture editors would have snapped up this shot but Del Monte felt that it was too undignified for the public to see.



**This ungraceful pose** slipped by Del Monte's usually careful censorship. The lady in the picture saw herself in print and left the resort in a huff. Del Monte has a rule against releasing unflattering pictures.



**This rare Robert Taylor** expression never saw the light of print before because Del Monte's guests should always seem to be happy and healthy. Mr. Taylor, who was at Del Monte to make a movie, seems to be neither.



## ...THESE WERE SUPPRESSED

THE photographs on these and the following two pages are stillborn publicity pictures. They were taken by the Del Monte, California, publicity bureau but were suppressed because Del Monte's press agent felt that they would bring neither credit nor visitors to that swank resort. Unlike Steve Hannagan of Miami Beach (*LIFE*, Nov. 30), Del Monte's press agent, Herbert Cerwin, does not believe in giving publicity to practically everything that goes on. He withholds from the press three-quarters of the 250 pictures that his photographers take in a month because they do not have the air of high society, good taste or correct form the Del Monte demands. People in Del Monte pictures are preferably of Social Register standing. They wear correct clothes and are never shown in embarrassing attitudes. Instead of circusy press agent stunts like Miami Beach, Del Monte arranges a Gourmets Dinner with famed food lovers attending. Instead of high-school girls for special poses, it uses Junior Leaguers. Most of Del Monte's photographs go out to high-class magazines and to society sections of the daily press. Only sport pictures are given out indiscriminately.

*LIFE* is grateful to Press Agent Cerwin for giving it unexpurgated access to his files. *LIFE* would like to print other interesting suppressed photographs and urges the owners of such pictures to submit them for publication.



This was released ...



... but not this



This was released because, while risqué, it is artistic and the subjects are artist and model. Del Monte lets down bars



This was not released because, like the picture above it, it was not arty enough.



## SPEAKING OF PICTURES (CONTINUED)



**Harlow but not attractive.** This photograph of Jean Harlow pleased neither that movie actress nor Del Monte's press

agent, who suppressed it. Del Monte wants all its guests to look attractive and has to be especially careful of movie stars.



**Attractive but not Juliet.** Norma Shearer shows to advantage in this photograph but it was taken when her Romeo and

Juliet was being released. Since the pose hardly suggests a Juliet, Del Monte obliged its lovely guest by withholding it.



**Form.** Muriel Vanderbilt Phelps's social standing is of the very best but her tennis form, as shown here, is not. Hence no one saw this Del Monte pose in print.



**Attire.** Clara Callender is a local golf champion and her form is of the best. But her shorts shocked club members so Del Monte cautiously hid this picture away.



**Taste.** This guest is having a good time and this picture shows it. But the fastidious Del Monte publicity bureau frowns on such poses as lacking dignity and taste.





The waiter's eyes spoiled this good picture. No servant, at Del Monte or anywhere else, should take such an unseemly interest in a guest's purse.



Del Monte's picture censors are its press agents (above). Doris Dale makes sure that the guests' social standing and clothes are both good. Eric Coster watches for good form in sport pictures. Herbert Cerwin (seated) is the boss and spends \$100,000 a year to bring Del Monte the proper kind of publicity.



## EXTRA DIVIDENDS for Every Florsheim Wearer!

THE extra wear of a second pair, built into Florsheim Shoes, is the soundest kind of extra dividend. This business was founded on the idea of giving every Florsheim wearer a definite bonus of longer wear and greater mileage. Result: Men who appraise their *purchases* as they do their *investments* have made this the largest fine shoe business in the world! Year after year Florsheim Shoes have consistently yielded greater returns on every dollar invested. The "extras" we put into materials and workmanship insure the "extras" you take out in service and savings. *Style shown, The SAXON, S-682, in brown Norwegian calf.*

*\$8.75 AND \$10*  
**THE  
FLORSHEIM  
SHOE**

*The Florsheim Shoe Company • Manufacturers • Chicago*



# PULLMAN FOR COMFORT AND SAFETY



## THE BACKBONE OF PULLMAN SAFETY

The structural framework of every Pullman car grows out of a center sill or backbone such as this, upon which you see a skilled Pullman craftsman working. Pullman builds its cars with materials and construction methods that are *proved and safe!* In Pullman construction there are no compromises when it comes to safety.

## Not a Life Lost

In more than two years of Pullman travel there was not one Pullman passenger or employe fatality. In this time, more than 33 million Pullman passengers traveled more than 15 billion passenger-miles and reached their destinations having encountered less hazard than in staying at home. Pullman is the safest scheduled travel in the world.

*Despite rain, snow, heat or cold—it's always fair weather when you travel by Pullman. Comfortable in person and in mind, the Pullman traveler can depend upon getting to his destination—and safely!*

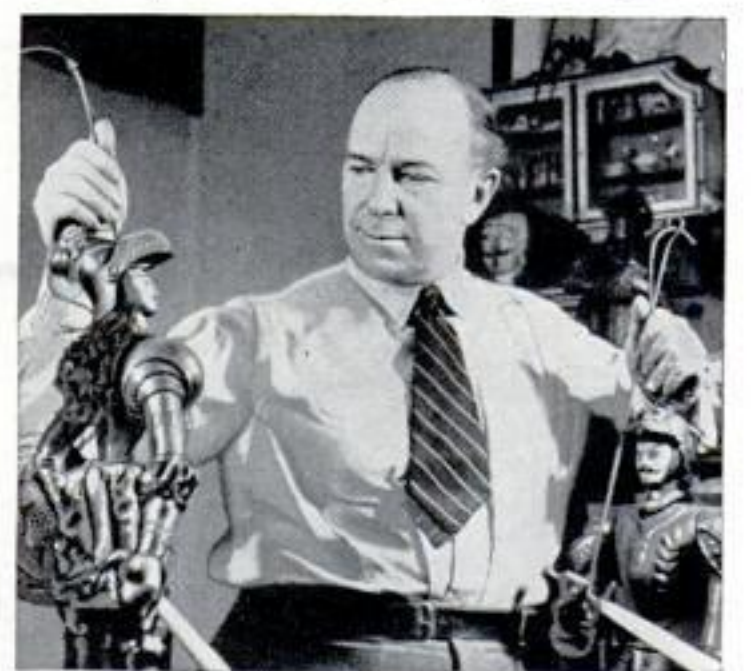
Pullman is the safe, dependable way to go—for you, for your family, for all who travel. It is also the most comfortable—clean, quiet, air-conditioned, with commodious beds for restful slumber, with extraordinary conveniences, and a personal service by a staff trained in the art of travel hospitality.

On your next trip, go in Pullman comfort and safety. Your ticket agent will give you complete information on Pullman accommodations and their reasonable cost. Or write to

THE PULLMAN COMPANY, CHICAGO

### Can't "Imitate" Pullman.

Shiela Barrett, famous mimic and radio star, writes: "In my profession as an imitator I've traveled extensively both here and abroad. I'm certain of one thing—Pullman safety and comfort can't be imitated. It's far better service and much less expensive than anything in Europe."



### Puppet King Senses Master Hand.

Tony Sarg, world-famous man of marionettes, painter and illustrator, says: "The comfort and convenience of Pullman travel remind me sometimes of the magic that occurs on the puppet stage. You can't see the strings, but you know there's a master somewhere."



THE SAFE WAY TO GO—AND THE SURE WAY TO GET THERE





## THE HOPE OF THE HOUSE OF ORANGE-NASSAU

**T**HIS plump girl, shown with toys at the age of two and with a microphone at the age of 27, is Juliana of Orange-Nassau, Crown Princess of The Netherlands. On Jan. 7 she will marry Prince Bernhard of the German princely house of Lippe-Biesterfeld. And Netherlands will begin to pray for the birth of an Orange-Nassau child. Since three brothers died

in rapid succession 60 years ago, there has not been a male heir to Europe's oldest, richest and brainiest royal house. For 27 years the succession has depended on Juliana's growing up, marrying and having a child. The Orange-Nassaus have not a kinsman in The Netherlands and their German cousins are barred by law from the throne (of The Netherlands).





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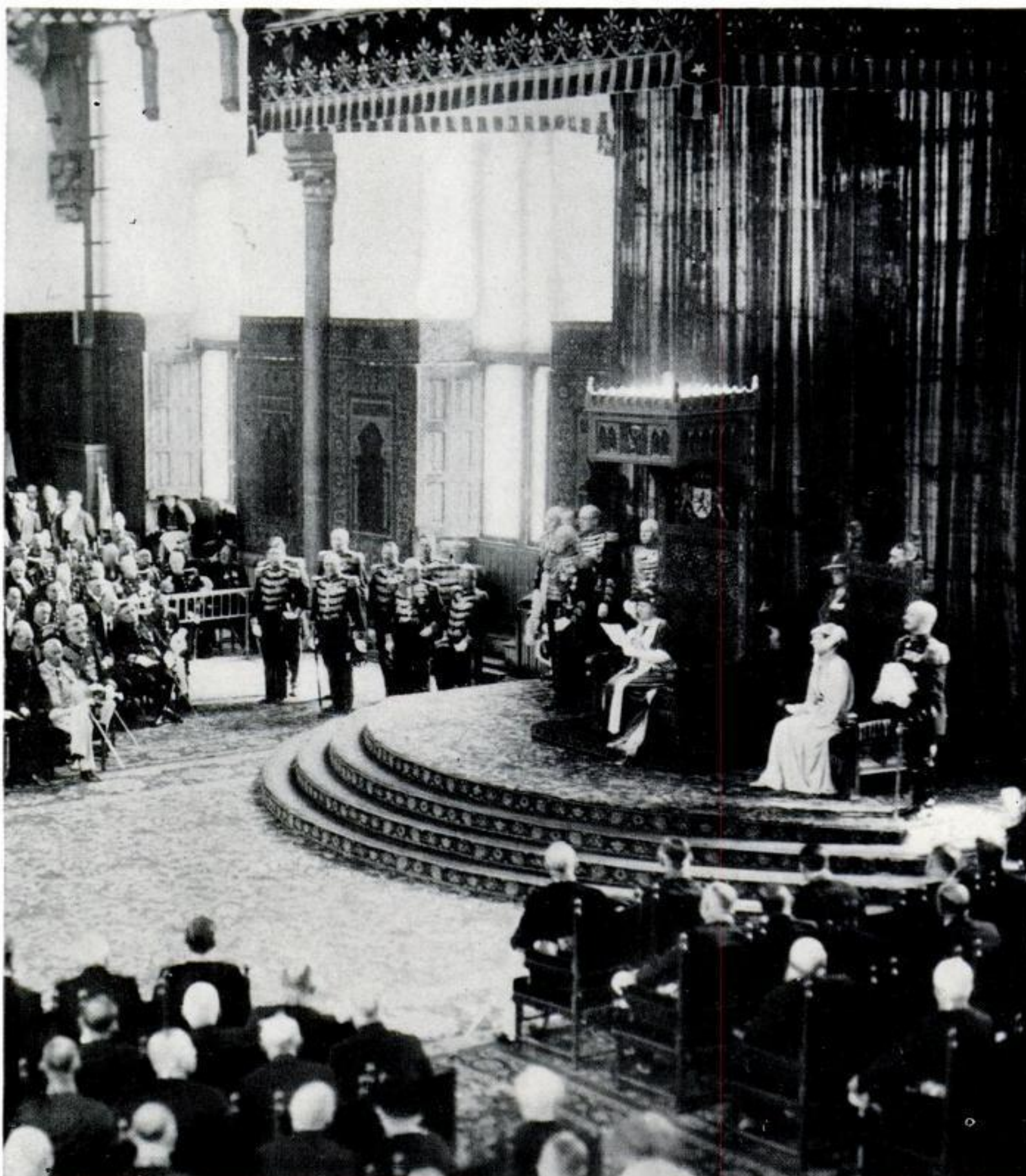
William the Silent



Maurice



Frederick Henry



On Sept. 15, Juliana's mother, able Queen Wilhelmina, announced to the Dutch Parliament the engagement of her daughter. Juliana is seated at her mother's left. The throne is the 400-year-old throne of Orange-Nassau.

## DUTCH BRAIN AND CHARACTER

THE reason Dutchmen do not want their royal house to die out is that the House of Orange-Nassau practically created The Netherlands. Its George Washington is canny William the Silent (*see top*) who turned Lutheran in 1568 and led the Dutch tradesmen against the famed Duke of Alva and Don John of Austria. Maurice drove the Spanish out of The Netherlands. Under Frederick Henry, the Dutch Empire was founded and Dutchmen entered their Golden Age of Rembrandt and Admiral [Martin] Tromp. Greatest of the House was William the Great (*see opposite page*) who also became King of England and made England as well as The Netherlands forever Protestant. Actually the principality of Orange is a tiny village in France. William the Great lost it to France but kept the title by treaty. These men were not Kings but Stadholders (State-Leaders) of The Netherlands. Among royal houses, they have set a record of brains and character never equaled. Several times the Dutch exiled the Orange-Nassaus but whenever they got into trouble, they recalled them. Finally in 1815 they made them Kings. By this time the Orange-Nassaus had grown enormously rich from shrewd investment in the Dutch Empire. Today their estimated income is \$5,000,000 a year. They rule over 8,000,000 Dutchmen and 60,000,000 Dutch East Indians.





*William the Great*



(CONTINUED)



A happy little Dutch girl of 13 was Princess Juliana when this picture was taken at Groningen in 1922. Happier still will she be when she eventually becomes queen.



Holland's Queen and Crown Princess pass a pastoral holiday amid the rugged Scottish highlands.

**W**HAT makes the Orange-Nassaus the perfect rulers of the Dutch is their pure, instinctive Dutchness. Queen Wilhelmina did not resent it when her realistic subjects pictured Juliana (*at top*) asking the stork for a brother. Juliana is plain but wholesome, intelligent and athletic. She has plenty of bounce. Since her father, a fat German prince, died in 1934, the two women of the House of Orange-Nassau have been alone with one another. Since the announcement of her engagement, however, she and Prince Bernhard have had a wonderful time in front of the world's cameras.



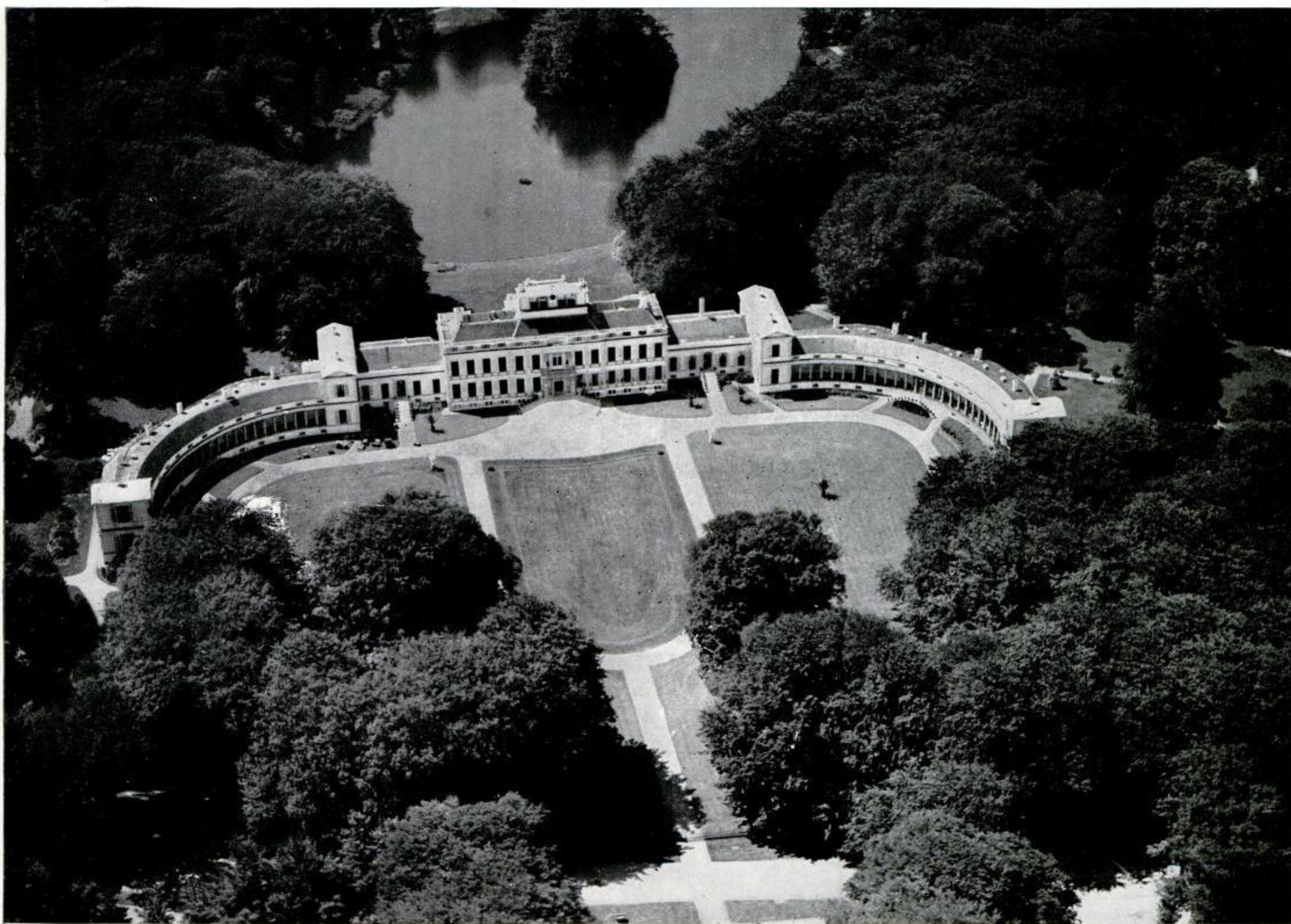
Romance and roses for Juliana and Bernhard.



In the Great Church of The Hague the future Queen of The Netherlands marries her German prince-lining before 1,600 spectators Jan. 7.



"Benno" and fiancée bicycle toward a throne.



The Dutch people are giving Crown Princess Juliana and Prince Bernhard this impressive palace at Soestdijk as a wedding present.



## MARKSWOMAN, FOOTBALLERS, BASKETBALLERS



### She Gets Four out of Five

Miss Kathrynne Shearon, 27, (left) went to the University of Missouri and to the University of Denver. A Bachelor of Science, she had never had a pistol in her hand. But recently she enrolled in Washington's Metropolitan Police School. The first time out on the pistol range she hit the man-sized target four out of five times at 25 yards.

### From Shower to Rose Bowl

The four young men you see under a shower on the opposite page compose the backfield of the University of Washington football team which plays the University of Pittsburgh eleven in the Pasadena Rose Bowl on Jan. 1. They are (left to right) Halfbacks Jim Cain and Byron Haines, Fullback Ed Nowogroski and Quarterback Elmer Logg. Held every year to bally.co California sunshine and roses by trying to determine the crack team in the U.S., this year's Rose Bowl classic will settle no championship, will only decide whether Washington beaten by Minnesota is better than Pittsburgh beaten by Duquesne.



### No. 15 of Manhattan takes out No. 3 of Indiana.

First important intersectional basketball game was held Dec. 19 when Indiana beat Manhattan College 42-34. Above is recorded a last quarter mix-up in which Man-

hattan Forward Dick Cole (No. 15) runs over to protect a try, smashes into Indiana Forward Ken Gunning (No. 3), knocks his wind out. Gunning is left sprawled on the

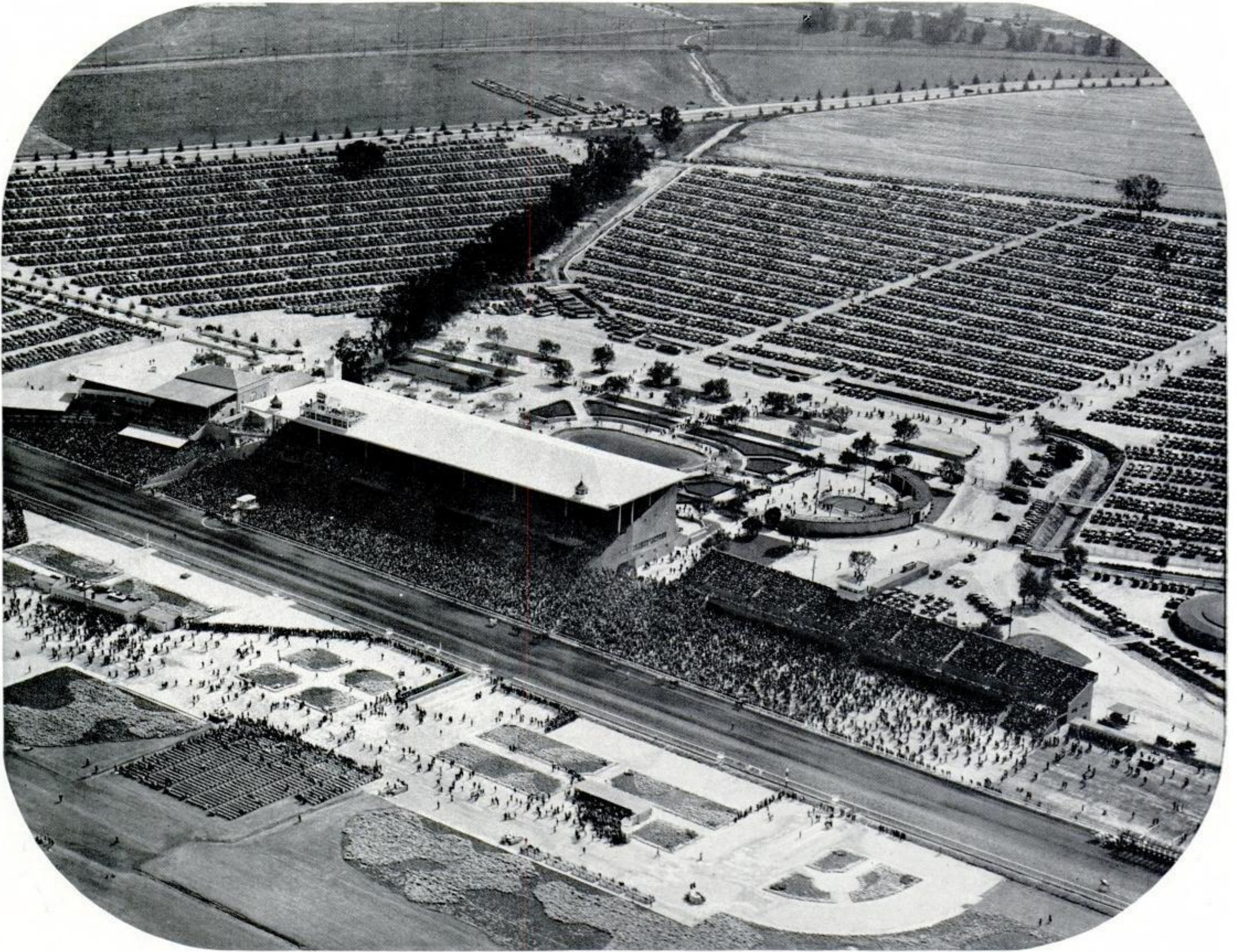
floor as the action rushes over to the opposite basket. Finally noticed by Teammate Vernon Huffman (No. 5), time is called while Indiana's high scorer is revived.







# THE NATION'S MOST ELABORATE RACETRACK OPENS



Santa Anita racetrack opened on Christmas Day with prospects of a third season even fatter than its first two. A sight to feast the eyes of its owners was this most elaborate track on the day of the last Santa Anita Handi-

cap, Feb. 22, 1936, when the picture above was taken. Santa Anita's obvious prosperity has aroused the envy of promoters who want to open a rival track. Turned down by the California Racing Board, they recently accused

the Board of favoritism towards the owners of Santa Anita. A legislative commission recently held a hearing at which Santa Anita's President Hal Roach testified that the track had already cleared 135% on its investment.



**The Racing Board**, accused of favoritism toward the owners of Santa Anita, was represented at the hearing by Member John A. McNaughton, who fell asleep.



**A dentist** was Dr. Charles Strub when the opportunity came his way to help promote Santa Anita. He owns one fifth of the stock, has extracted \$260,000 in dividends.



**Hal Roach** is president of the Los Angeles Turf Club, head man of Santa Anita. On an investment of \$1,000,000 his track has received \$1,350,000 in dividends.



## Racing In San Mateo Is Dirty



Here's mud in the eye and all over the face of the jockey who came in last on a wet track at Bay Meadows Race Track near San Mateo, Calif. His name is Jack Adams and despite this picture he was one of the chief stars of the meet, which ended Dec. 19



When a horse won't go, there is only one thing to do—push him. This scene between Open Range and his handlers occurred at the start of a race at Bay Meadows track on Dec. 19. Once he got started, Open Range outdid himself, finishing third.

## Dick Tracy Into The Pacific



The man in the sidecar is Ralph Byrd who has undertaken to play the role of Dick Tracy, No. 1 U. S. comic strip hero, in a series of movie shorts. His driver is Stuntman Ray Corrigan, his destination the Pacific Ocean off a Santa Monica dock.

## CCC Wedding



This arch of shovels was made by the boys of CCC Camp 75 at Letchworth Park, N. Y., for the wedding of their sergeant Ernest Wise. After spending hours shining their shovels, the Campers invited 300 guests. The bride was Miss Virginia Beattie.





#### **Emeralds:**

No jewelry glittered more brightly than the Romanoff emerald necklace which Mrs. James P. Donahue (above with her son Jimmy) wore to the Metropolitan.



#### **Romance:**

No daughter of Society is more deeply in love than Miss Priscilla St. George, great granddaughter of the late Banker George F. Baker, with her fiancé Angier B. Duke, (above).

## **FLASHLIGHT NIGHT AT THE OPERA**

### **Seven Prominent Types Seen at the Metropolitan**

The greatest social spectacle of any U. S. year is Opening Night at the Opera. In the musty foyer of New York's Metropolitan Opera House more flash bulbs flared on the night of Dec. 21 than on any other first night in history. Distinctly it was not the greatest opening the "Met" ever had. Mrs. Vincent Astor does not sweep to her seat in Box No. 7 of the Diamond Horseshoe with the same resplendent authority with which the late Mrs. William Astor used to make her entrance. Likewise the Vanderbilts and the Fishes of today do not mean the same thing socially that the Vanderbilts and the Fishes meant 30 years ago. But if this year's opening lacked the sublimity of other days, at least it was the most glittering occasion in many a long year. Ermines and sables came by the limousine-full. Jewels, hidden tactfully away during Depression, were on full display, from Mrs. James P. Donahue's Romanoff emeralds, big as thumbs, to Mrs. Ogden Mills' diamond tiara. On these pages are seven prominent types of Metropolitan first-nighters who, besides looking at each other, also looked at a very good performance of *Die Walküre*.



#### **Orchids:**

No operagoer wore orchids or ermine or diamonds with more verve than Mrs. George Washington Kavanaugh, shown above with her daughter, Mrs. Leonora Warner.





**Respectability:**

In business and society no couple is more revered for its respectability than the Thomas J. Watsons (International Business Machines).



**Dowager:**

No dowager ever pursued her social aims with more vim than Mrs. Hiram E. Manville, wife of the asbestos heir, disapproving aunt of the much-married Tommy.



**A Lady:**

If there are any Ladies left in Society, one of them is certainly Mrs. Vincent Astor, queen of the Astor clan, great patron of musicians and the Metropolitan.



**Ultra:**

No patron of the Metropolitan sported bird-of-paradise feathers on her lovely head with more grace than Mrs. Lawrence Cowan who used a bouquet of gardenias for decoration.



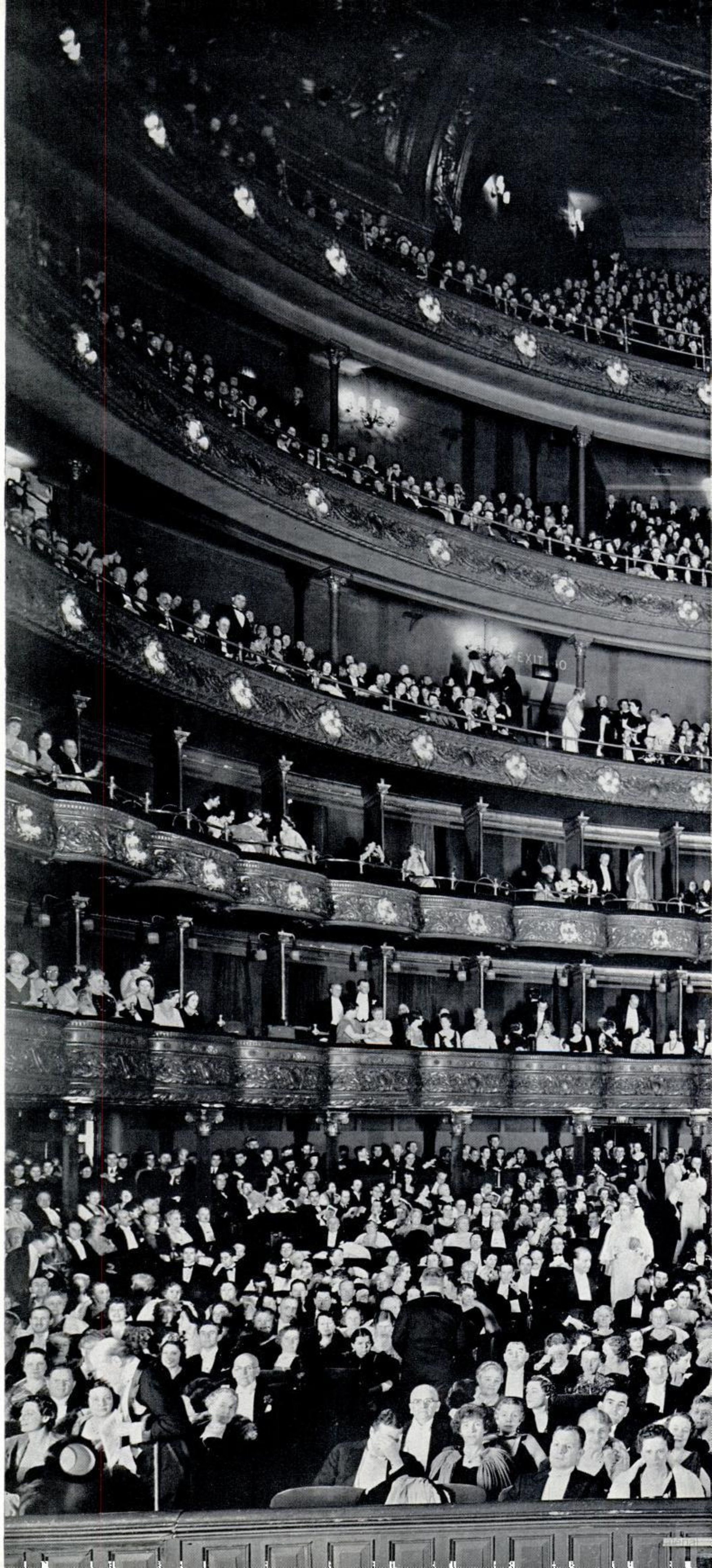
# The Opera

(CONTINUED)

FROM the stage of the Metropolitan Opera House on opening night a visiting soprano can see most of New York Society in one sweeping glance. She would begin with a good look at the first row of boxes, for this is the famous Diamond Horseshoe. On opening night a box in the Diamond Horseshoe would cost \$500 if you could get one. You could not, because all are rented by the season, most of them to families which have held them for years. In the second box from the left in the picture sits Mrs. Sara Delano Roosevelt, mother of the President, guest of Mr. & Mrs. Pierre C. Cartier. A few feet away in the next box to the right is Mrs. Ogden L. Mills, in black dress and tiara. The next box to hers is vacant in respect to the memory of its late owner, Mrs. W. Seward Webb. Three boxes further along, facing the camera in black dress, is the wife of the new Ambassador to Russia, Mrs. Joseph E. Davies. The box in dead center belongs to J. P. Morgan, whose silver-bearded brother-in-law Herbert L. Satterlee may be seen chatting to his guests. Further on, the third box from the right of the picture contains Mrs. H. Edward Manville (*see p. 19*), with back to camera. The Astor and Vanderbilt boxes are out of the picture. Directly above the Diamond Horseshoe is the Grand Tier, less swank but still good enough for Edward R. Stettinius of U. S. Steel Corp. He was a guest in the fifth box from the left, occupied in the picture by a young lady who is inspecting the audience through opera glasses. Grand Tier boxholders pay \$60 for their party on opening night.

Slightly below the Grand Tier in social prestige is the orchestra. Seats cost \$10 and a white tie is distinctly preferred though a black one will get you by. Here sit unattached socialites, and rich non-socialites. You can sit in the balcony directly over the Grand Tier for \$4. The name of this balcony, the Dress Circle, is a broad hint to occupants to dress but not all take the hint. Above the Dress Circle, in the Balcony proper (\$2.50-\$3) and in the Family Circle or "Nigger Heaven" (\$2), sit the real music lovers.

This remarkable picture was made with a wide-angle lens by three photographers of the New York Times. Fifteen seconds before the curtain went up for the second act of *Die Walküre* one photographer poked the camera through the curtain, a second set off flash bulbs and a third squeezed the bulb.











**A Midget on J. P. Morgan's knee** (*above*) characterized the opening days of the Roosevelt Administration. There would have been no Roosevelt if an assassin's bullet had not gone wild and killed Chicago's Mayor Cermak at Miami in February, 1933 (*left*).



**The Spring of 1933** brought back beer (*left*), paved the way for Repeal that winter. Simultaneously Secretary of the Treasury Woodin (*above, left*) and Engraving & Printing's Director Hall helped to thaw out the banks with bales of new non-gold money.





PRESIDENT AND CABINET OF WHOM TWO DIED AND THE REST OFFICERED THE NEW DEAL'S FIRST FOUR FIGHTING YEARS.

## THE ROOSEVELT RULE (1933-37): A PICTORIAL RECORD

### THE FIRST 100 DAYS

On Inauguration Day in 1933, President Hoover shared a laprobe with President-elect Roosevelt as they drove to the Capitol. Having taken his oath, the new President demanded that the money-changers be driven from the temple. But the grim fact was that at that hour the money-changers had been driven even from the banks. Between that dour March morning and the hopeful June evening when President Roosevelt's new Congress adjourned, there passed 100 of the most kaleidoscopic days in American history. On the first Sunday, Franklin Roosevelt, with a microphone for his hearth invented something new in the art of government. His first fireside broadcast gave a shaken nation new courage. In the glow of his microphone he won the nation's confidence, became "our beloved President." In swift succession he reopened the banks, took the dollar off gold,

brought back beer. To this miracle worker MacDonald from England, Herriot from France, Schacht from Germany, Jung from Italy, Soong from China, Bennett from Canada made pilgrimages. Mrs. Roosevelt knitted in the gallery at the opening of the special session of Congress from which he got a banking act, a "sellers beware" securities act, an unparalleled economy law. He put together a new alphabet: AAA, CCC, NRA, PWA, TVA. With thousands of pennies and dimes from children he began a White House swimming pool. He arranged the London Economic Conference which gave the whole world hope, which was not then impaired by his refusal to appoint Father Coughlin a member of the U. S. delegation. Later in the name of U. S. nationalism he rendered that conference futile. When the 100 days were over and he happily put to sea upon the *Amberjack II*, he was as near Demigod as any President has ever been.

### THE FIRST CABINET

From left to right a hopeful nation studied the unfamiliar features of the new Cabinet (*pictured above*): Behind the table, the wee president of American Car & Foundry Co., the late William Woodin of the Treasury; a politician-lawyer from Connecticut, Homer Cummings of Justice; an ailing Senator from Virginia, Claude Swanson of the Navy; a farm editor from Iowa, Henry Wallace of Agriculture; a social worker from New York, first woman in the Cabinet, Frances Perkins of Labor. Before the table, a Wilsonian survival, Cordell Hull of State; a Utah mining man but not a Mormon who rose to be Governor of Utah, the late George Dern of War; a simple politician, Jim Farley of Patronage & Mails; an irascible reformer-lawyer-Bull Mooser from Chicago, Harold Ickes of Interior; an oldtime politician from South Carolina, Daniel Roper of Commerce.

In 22 pages LIFE shows how Cameramen and Artists have recorded an historic administration.



(CONTINUED)



The Law of the Land for 23 months  
Then the Supreme Court made it a memory



The greatest parade in peacetime history was this demonstration of warlike will to beat depression. Up Fifth Avenue in New York in September, 1933 marched 250,000 Americans enthusiastic for a Blue Eagle in every store

window and a new era of prosperity, for raising wages and reducing hours, for ending cutthroat competition and erasing chisellers. General Hugh Johnson (*above*), with language redolent of the barracks and zeal reminiscent

of the Crusades, was the mainspring of this mass movement against unemployment. After such parades in a hundred cities, the footsore businessmen of the U. S. lay down and slept for the first time beneath a "blanket code."





Gabriel was over the White House but the Blue Eagle was all over everything. It appeared in parades down Washington's Pennsylvania Avenue (*above*), in shop windows, labor troubles and in the linings of coats.



Second in command of NRA was Miss Frances Robinson (*above*), General Johnson's general secretary. Sharp-witted, sharp-nosed "Robbie" toured the country with him, called captains of industry by their first names, kept Congressmen in their place and was definitely a Washington POWER.



Eight thousand school children made this Eagle in San Francisco. The Eagle made 1,000,000 new labor-union members.



There was a bureau for complaints (*left*) and as NRA grew older, the line of complainants outside grew longer.



The Schechter Brothers (*above*) brought the "sick chicken" case which moved the Supreme Court to kill NRA. Now they are busted.



(CONTINUED)

## ACTS OF MAN



THE U.S. SENATE IN SESSION. HUEY LONG (FOREGROUND, BACK TO CAMERA) IS FILIBUSTERING.



THE SUPREME COURT OF THE UNITED STATES IN SESSION.

ROBERTS

BUTLER

BRANDEIS

VAN DEVANTER

HUGHES

McREYNOLDS  
(absent)

SUTHERLAND

STONE

CARDOZO

Best check in the U.S. system of checks and balances is ordinarily the U.S. Senate. But in four years the Senate never checked Franklin Roosevelt for more than a few hours and the late Huey Long might plausibly have

claimed individual credit for those interruptions. The big check turned out to be the Supreme Court, which, sitting in its old chamber (*above*) condemned NRA, 9 to 0, thus began the series of anti-New Deal decisions which it

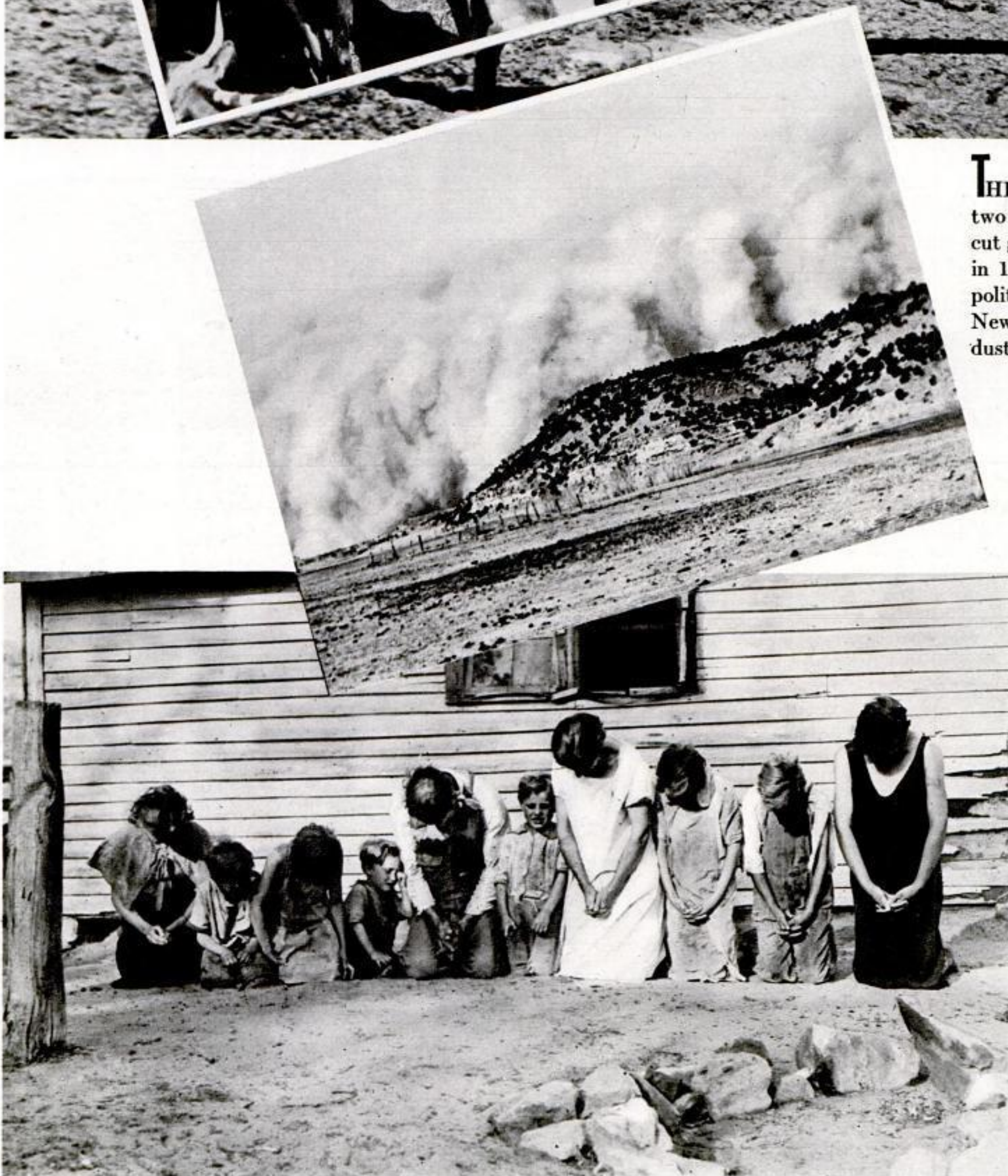
finished last year in its new white marble home opposite the Capitol. These two TIME Inc. pictures are historically unique because neither Senate nor Supreme Court ever permits itself to be photographed in action.



## ACTS OF GOD



**T**HESE aspects of destruction were Franklin Roosevelt's two droughts. The first in 1934 wiped out a livestock surplus, cut grain supplies, helped to make AAA popular. The second in 1936 threatened to make AAA too effective, damaged it politically. Each added a few hundred million dollars to New Deal deficits, and the parched pond (*above*) and the dust storm (*left*) multiplied the President's worries.

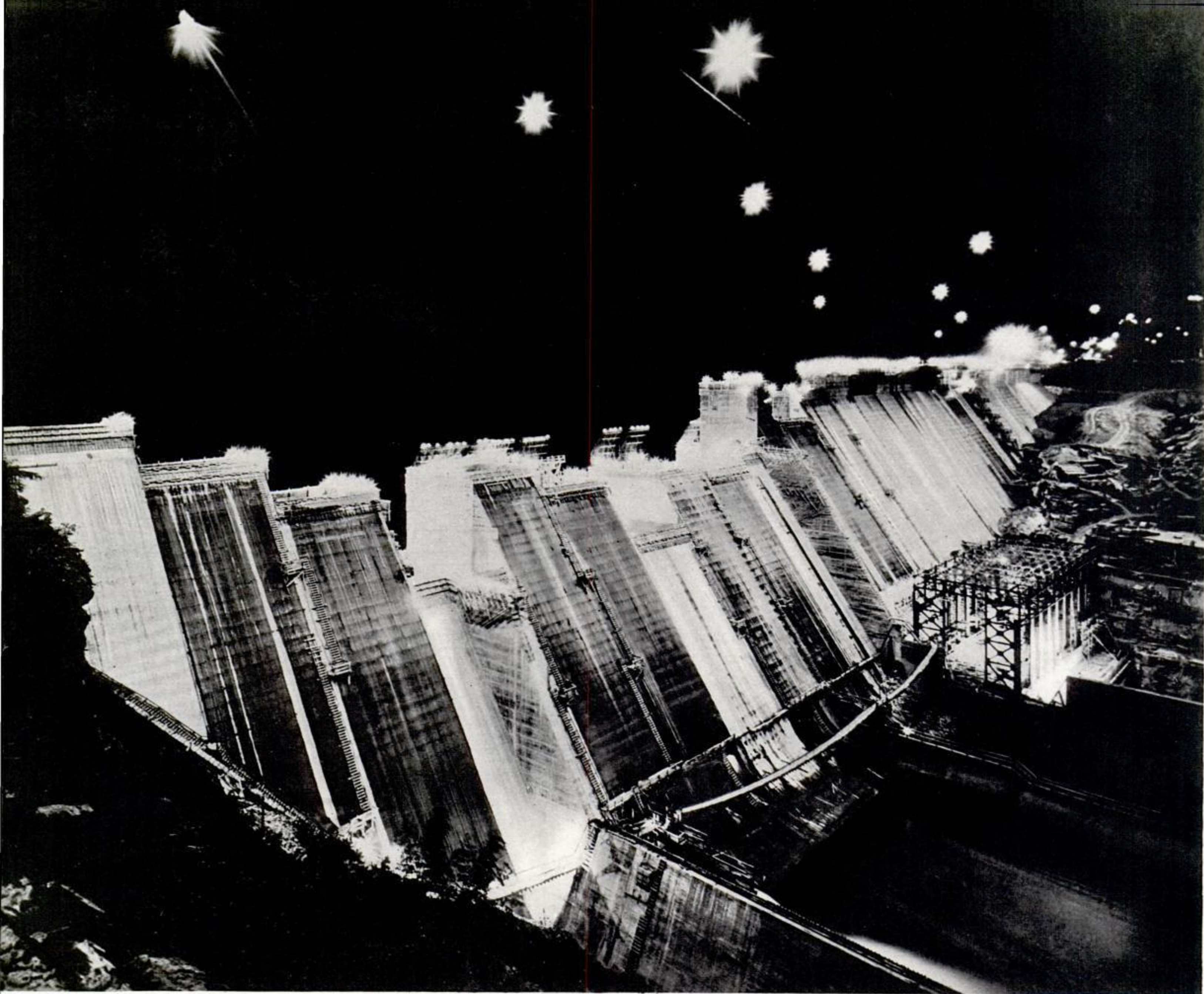


Wheat was withered, cattle were dead, wells were dry, fields were dust. Still no rain fell, and only prayer was left.

The answer to prayer was Roosevelt. When he arrived (*right in car*) in 1934, again in 1936, rain followed swiftly.







Senator Norris of Nebraska always wanted to redeem the good-for-nothing \$150,000,000 War baby called Muscle Shoals. Eventually the New Deal set out to salvage not

only the water power but the fertility and the humanity of the whole underprivileged Tennessee Valley. In his honor was named Norris Dam (*above*), the \$36,600,000

structure the New Deal has thrown across the Clinch River to make cheap electricity. So far its chief product has been costly law suits with private power companies.

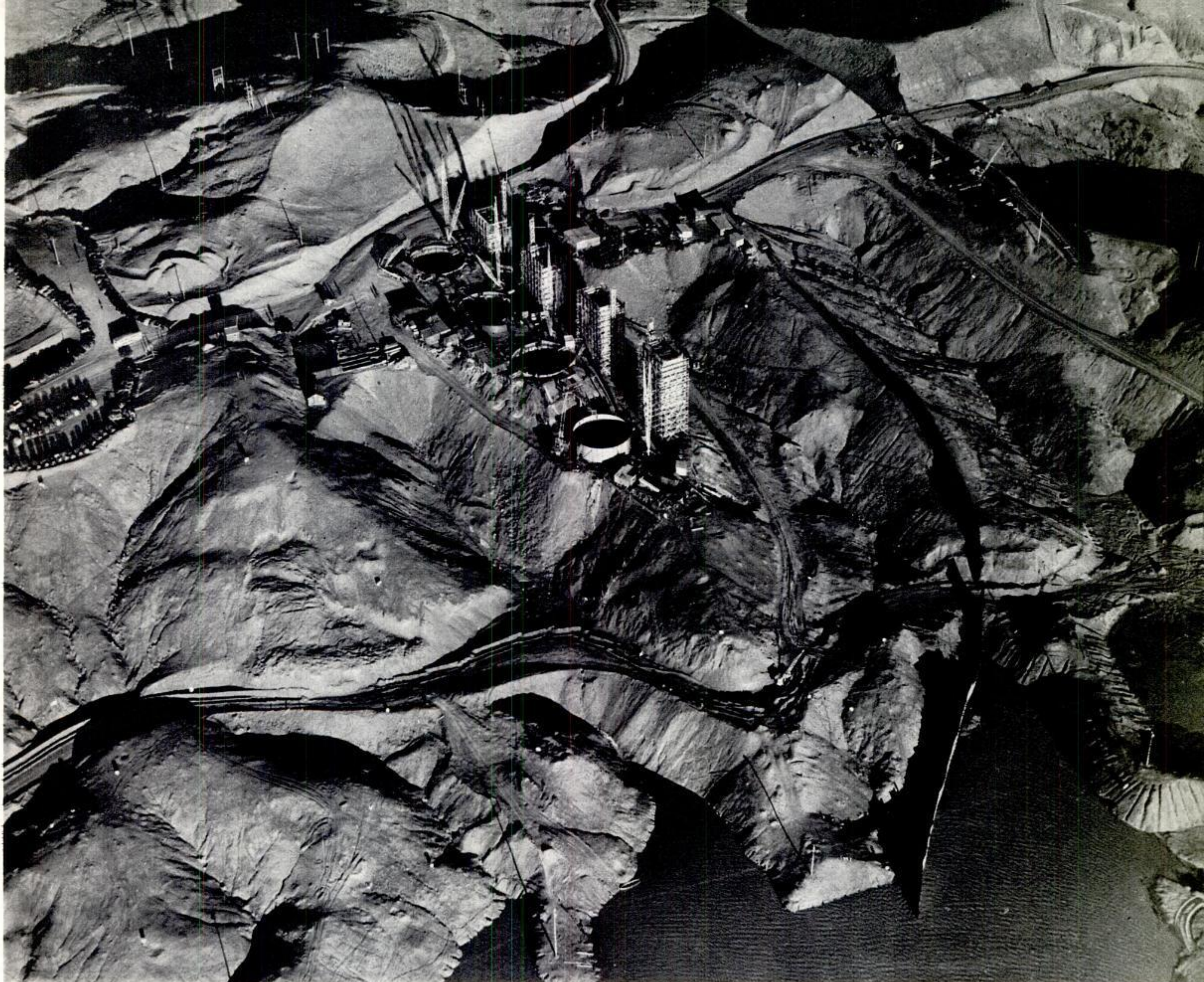
## BILLIONS FOR BUILDING (CONTINUED)

**C**OULD Cheops look upon these pages he would be privileged to turn over in his pyramid. In the last four years the cost of priming the U. S. pump (exclusive of human relief and credit relief) was a round \$6,500,000,000, and these remnants of the priming will lie around for centuries. In an age before men grew blasé about the work of engineers, historians would certainly have reckoned that in these four New Deal years the wonders of the world, originally seven, had suddenly begun to multiply like rabbits. Not counting the perishable leaves which Harry Hopkins raked nor the imperishable sewers he laid, not counting the vicarious constructions of Jesse Jones' RFC, the two biggest builders were Tennessee Valley Authority and Public Works Administration. Working in one valley which has the modest area of a fair-sized midwestern state, TVA has had the spending of about \$150,000,000 (less than a month's cost of WPA) and its job is far less than half done. PWA has had the spending of 30 times as much, a fair proportion since it has the other 47 states to work in, the whole ocean on which to build a navy.



Greater than the water power in the Tennessee Valley is the economic power of TVA's board: Directors Arthur and Harcourt Morgan (not related), and David Lilienthal.



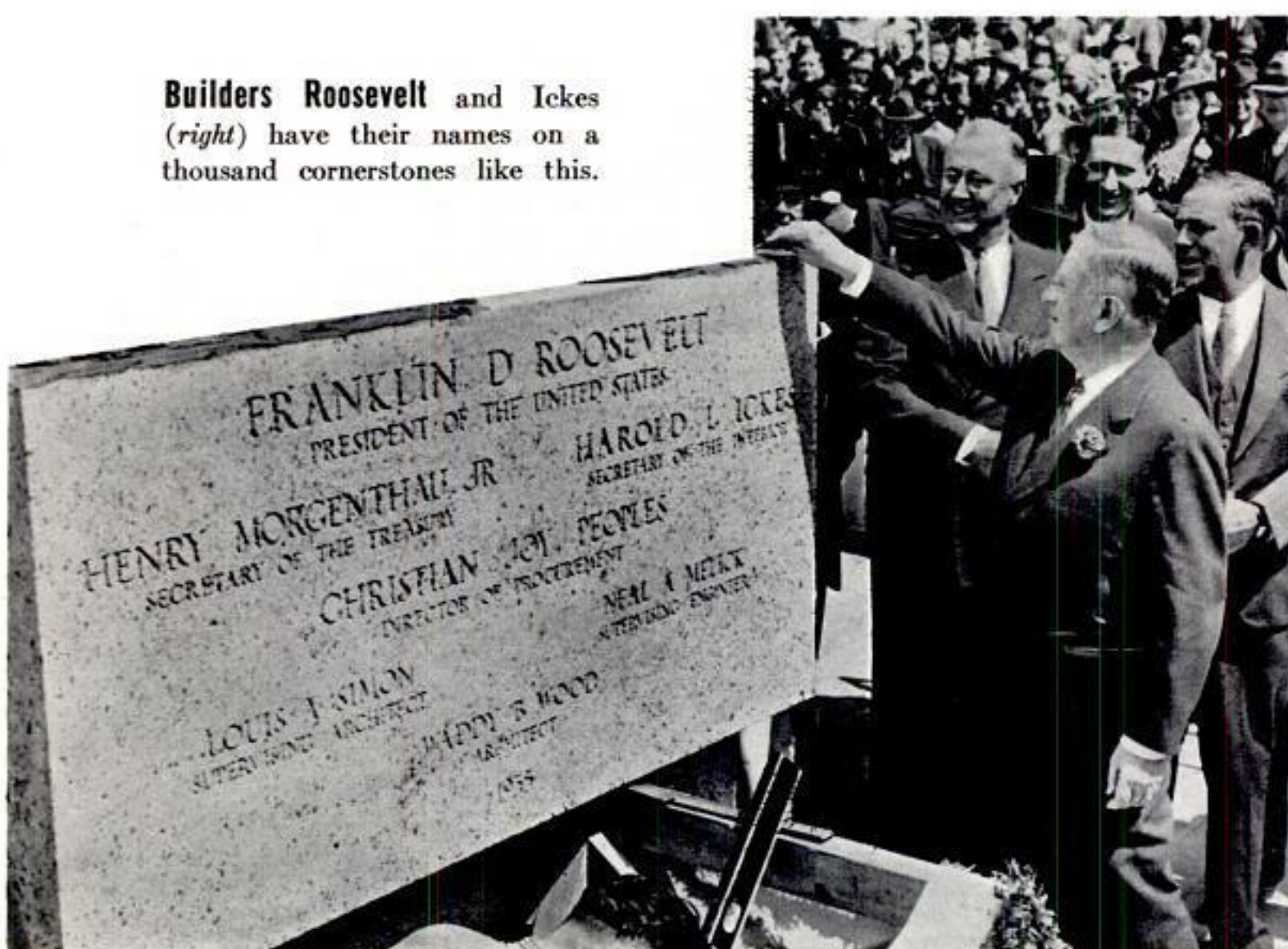


This is a relief map carved full size out of the hill-sides of Montana—flood relief, navigation relief, human relief. It shows work in progress on Fort Peck's dirt

dam. This giant mudpie, four miles long and half a mile wide at its base, is being slapped across the Missouri River to make a lake 180 miles long. When \$108,-

600,000 has been spent on the job, the dispute over whether it can control Missouri floods and provide a 9-ft. channel from Sioux City to St. Louis, will be settled.

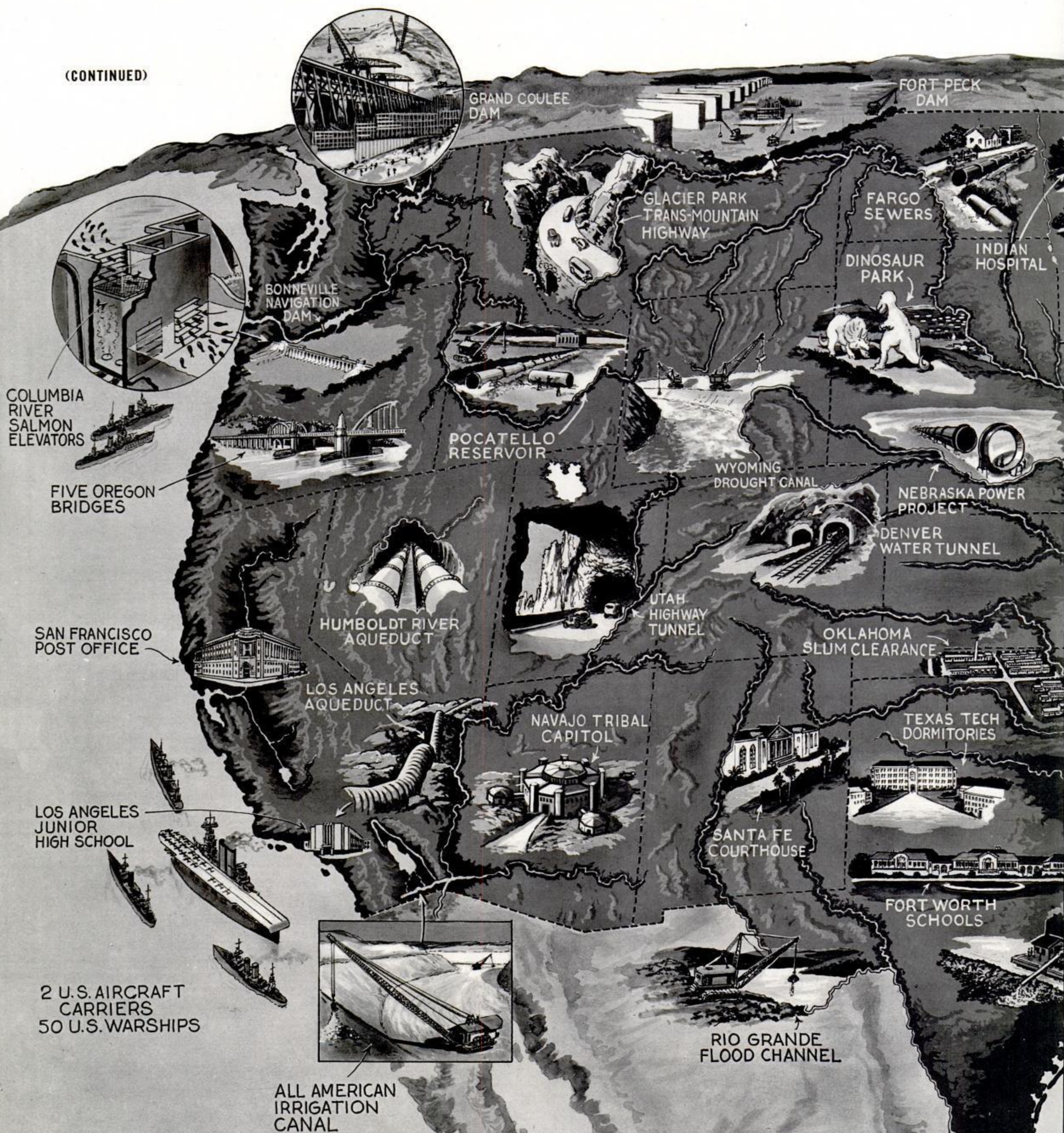
Builders Roosevelt and Ickes (right) have their names on a thousand cornerstones like this.



They also smile though their names are not in marble. Jesse Jones of RFC and Harry Hopkins of WPA (right) perform New Deal works which also require billions.



(CONTINUED)



WITH borrowed billions Franklin Roosevelt put millions of idle men to work on thousands of projects. The map above shows a few of the more important things they did with their time and the public's money. Mountains were tunneled, rivers were dammed, aqueducts were laid, canals were dug, battleships were constructed, landmarks were restored, slums were cleared and 6,201 school houses were built or repaired. Never had the country had such a construction spree. Yet the number of unemployed failed to decline proportionately.



# WHAT PRESIDENT ROOSEVELT DID TO THE MAP OF THE U.S. IN

FOUR YEARS WITH \$6,500,000,000



Two New Deal benefactions stand out upon this map because they were rejected by Congress. One is the Florida Ship Canal, urged by Jacksonville boosters, begun by the President with \$5,000,000 of WPA money in the wake of a 1935 hurricane. On the ground that it was of dubious merit and endangered south Florida's water supply, Congress refused any of the \$157,000,000 necessary to complete it. The other was Maine's Passamaquoddy project to harness Bay of Fundy tides, turn them into electric power. Roosevelt started 'Quoddy during the 1934 Congressional campaign and Maine went Democratic that year. In 1936 Congress cut 'Quoddy off without a cent and Maine went Republican.



(CONTINUED)

## THE NEW DEAL DECORATES THE OLD DEAL'S BUILDINGS

**W**HEN the Public Works of Art Project got under way three years ago, some 3,000 artists directed by Edward Bruce produced in six months some 15,663 hit-or-miss works of art for which the Government paid \$1,312,177. Among them were murals for post offices, hospitals, libraries, schools. Treasury heads forthwith became interested in mural decoration, set about to revive an art form that had been dead in the U. S. for 75 years. Under Calvin Coolidge and Herbert Hoover the Government had started to construct in Washington a series of colossal buildings to house the colossal business of running the country. Under Franklin Roosevelt these Old Deal buildings were completed and the New Deal commenced their decoration with New Deal art. In 1935 the Treasury commissioned twelve topflight artists to embellish certain corridors in the Post Office and Justice Department buildings. Three of the muralists, shown on this page, were paid about \$20 a square

foot for the pictures reproduced on the next four pages. Taken directly from the finished walls, these are the only color photographs of the project. First to finish his job was Reginald Marsh (*lower right*). Born 38 years ago of American parents in Paris, he went to Lawrenceville and Yale, later studied under many famous artists including Olle Nordmark, the fresco expert. To George Biddle (*below*), who also studied under Nordmark, goes the credit of fostering Federal patronage of modern art. This 51-year-old Philadelphian was educated at Groton and Harvard, is teaching painting this winter at the Colorado Springs Fine Arts Center. He and Henry Varnum Poor (*right*) used each other for models in their Washington murals. Poor, born in Kansas 48 years ago, likes to turn out pottery from his own kiln in New City, N. Y. The other nine celebrated artists, including Thomas Benton, John Curry, Rockwell Kent, are now decorating these Washington buildings for a total appropriation of \$168,000.



**Henry Varnum Poor** spent several months painting his Justice Department building panels. Here he is shown with his 18-year-old daughter Anne, who mixed the plaster for him.



**George Biddle** used himself, his brother, Harvard classmates and Government officials for models in his Justice Department panels. The garment worker in the center of the mural detail at left is Secretary of Labor Frances Perkins.



**Reginald Marsh** (*above*) spent his early days studying and copying old masters, with the result that he can today work in practically any medium. He is now doing his largest mural inside the dome of the New York Custom House.





"TRANSFER OF MAIL FROM LINER TO TUGBOAT" BY REGINALD MARSH

**R**EGINALD MARSH made his reputation as an artist with satirical pictures of burlesque shows, waterfront scenes, bums. His ability to depict ordinary men at work and play stood him in good stead when he was commissioned to do the two frescoes, reproduced on this page, for the Post Office Department in Washington. Visitors will find them in the fourth floor corridor opposite the

elevator. After his sketches were approved, it took Marsh just 21 days last winter to paint these 13½ by 7 foot panels directly on the wet plaster. Postal officials, long on accuracy and short on art, could find no flaw with the picture below, in which mail is being handled in a central post office by the most modern type of chutes and conveyors. They did quibble, however, over details

in the picture above, pointed out that, when incoming foreign mail is being transferred from liner to mailboat, the red-striped registered sacks are never heaped with ordinary sacks. Marsh also made his recorder (*extreme left*) write on a railway mail blank instead of an ocean mail blank. The Government paid Marsh \$3,000 for these two panels, of which about half went for materials.



"SORTING MAIL" BY REGINALD MARSH





"SOCIETY FREED THROUGH JUSTICE" BY GEORGE BIDDLE

## Washington Murals

(CONTINUED)

George Biddle, who decorated the new Department of Justice Building with the two murals on these pages, is president of the Society of Muralists and a strong sociological thinker. His theme here is the tenement family (*opposite page*) transported to the suburbs and a better life (*left*) by the New Deal. The man sawing wood is Muralist Henry Varnum Poor whose work appears one page beyond. The woman kneeling at the table (*left*) made news when New York's Mrs. Jimmy Walker identified her as Mrs. Simpson.





"TENEMENT" BY GEORGE BIDDLE WHOSE QUOTATION IS FROM SUPREME COURT JUSTICE BRANDEIS





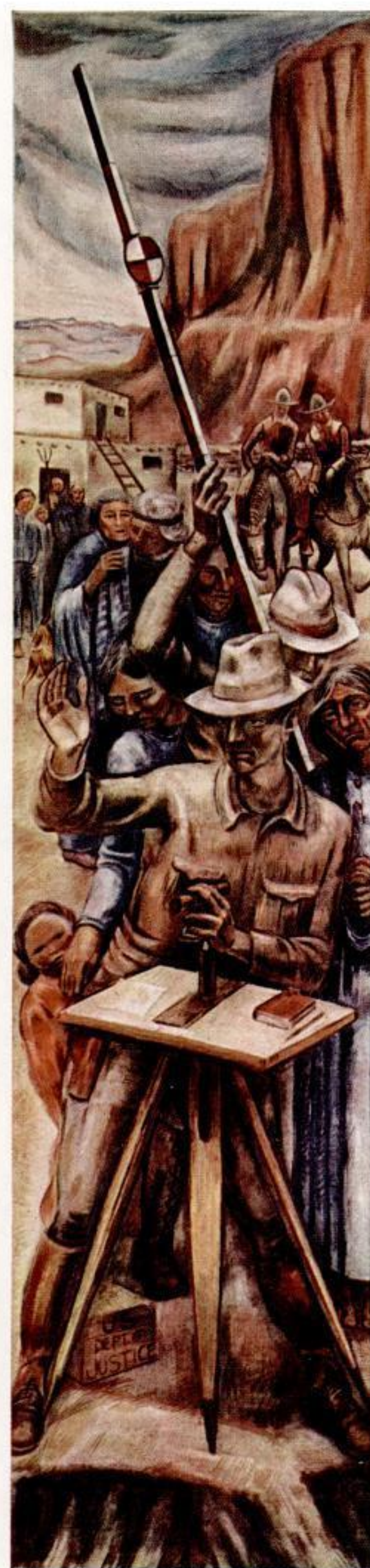
TVA WORKER AND FAMILY



PLEADING THE GOLD CASE



CUSTOM HOUSE WORKERS



SURVEYING NEW LANDS

## Washington Murals

(CONTINUED)

**H**ENRY VARNUM POOR had no chance to do anything spectacular in his twelve Department of Justice building panels. Those shown above are more than 13 ft. high, only 3 ft. wide. Yet they represent some of the best mural painting now existing in the U. S. In his *Tennessee Valley Authority* (left)

the man coming home from work to his family is Muralist George Biddle and his family. Poor's *Gold Case* aroused debate in Washington because the lawyer has turned his back on Supreme Court Chief Justice Hughes and Associates Brandeis and McReynolds. In the middle distance, head on

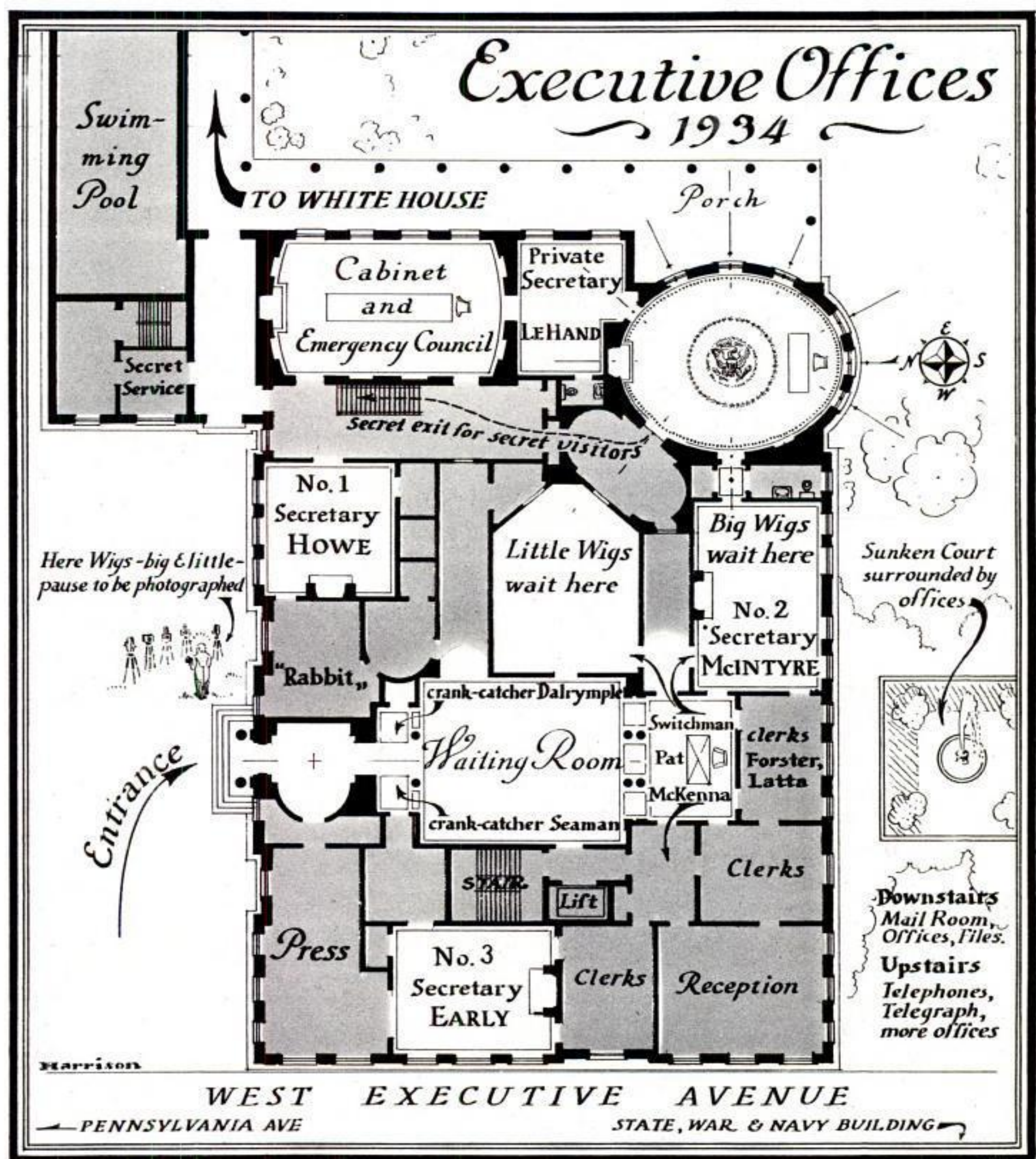
hand, Poor has portrayed himself. The two panels at the right represent Poor's bow to the Bureau of Customs and the General Land Office. In the first, dock workers trundle goods off a steamer while a customs agent behind checks the invoice. In the other, Indians and cowboys set the scene as the West.



## HEADQUARTERS OF ROOSEVELT & CO.

(CONTINUED)

**V**IBRANT heart and busy brain of the New Deal are the White House offices, pictured on this page. Here Franklin Roosevelt works from 10 to 5, eating a tray lunch at his desk. Just west of the White House and connected with it by a colonnade, this low square building was constructed on the site of the old greenhouse in 1903 by Theodore Roosevelt who decided that the main building was no place in which to do business. It was gutted by fire at Christmas time, 1929 and modestly restored by Herbert Hoover. In 1934 Franklin Roosevelt had it greatly enlarged and remodeled at a cost of \$325,000. A penthouse was added above the main story. The basement was extended underground to a sunken court beyond the south wall of the building. The President gave himself a new circular office closer to the White House and the 10 members of the Cabinet found themselves in quarters large enough for 36. For the benefit of the 120 employees who staff this dynamic headquarters of the New Deal, the entire building was air-conditioned. At right is a floor plan of the Executive offices which appeared in *TIME* Dec. 17, 1934 when the reconstruction was completed. Where you wait to see the President still depends upon your own importance, as determined by "Switchman" Pat McKenna. Two years have brought only one major change to the White House offices—the death of Louis Howe. His room remains empty until President Roosevelt finds another No. 1 secretary.



FROM HIS CIRCULAR OFFICE THE PRESIDENT RUNS THE U. S. (NOW VACANT: HOWE'S ROOM)



WHITE HOUSE, COLONNADE AND WHITE HOUSE OFFICES.



REAR VIEW. NOTE PENTHOUSE AND BASEMENT COURT.



(CONTINUED)

## ONE HUNDRED NEW DEAL HEADLINERS: HOW MANY DO

Below are the faces of twelve men who, at one time or another during the last four years, played conspicuous parts inside the Roosevelt Administration or on its fringe. At the right is a roster of one hundred names who likewise have shared the headlines most often with the President. Some

of these eminent political figures are dead. Others have long ago changed sides to become the New Deal's bitterest critics. Still others have faded from public memory in private retirement. Yet each and every one of them has this in common: Between 1932 and 1936 he swore allegiance to

Franklin Roosevelt and was proud to be called his friend and a New Dealer. If you have read the newspapers intelligently, you should be able to name all twelve faces below and identify at least 75 names on the roster at right. The number beneath each picture keys with the name on the roster.



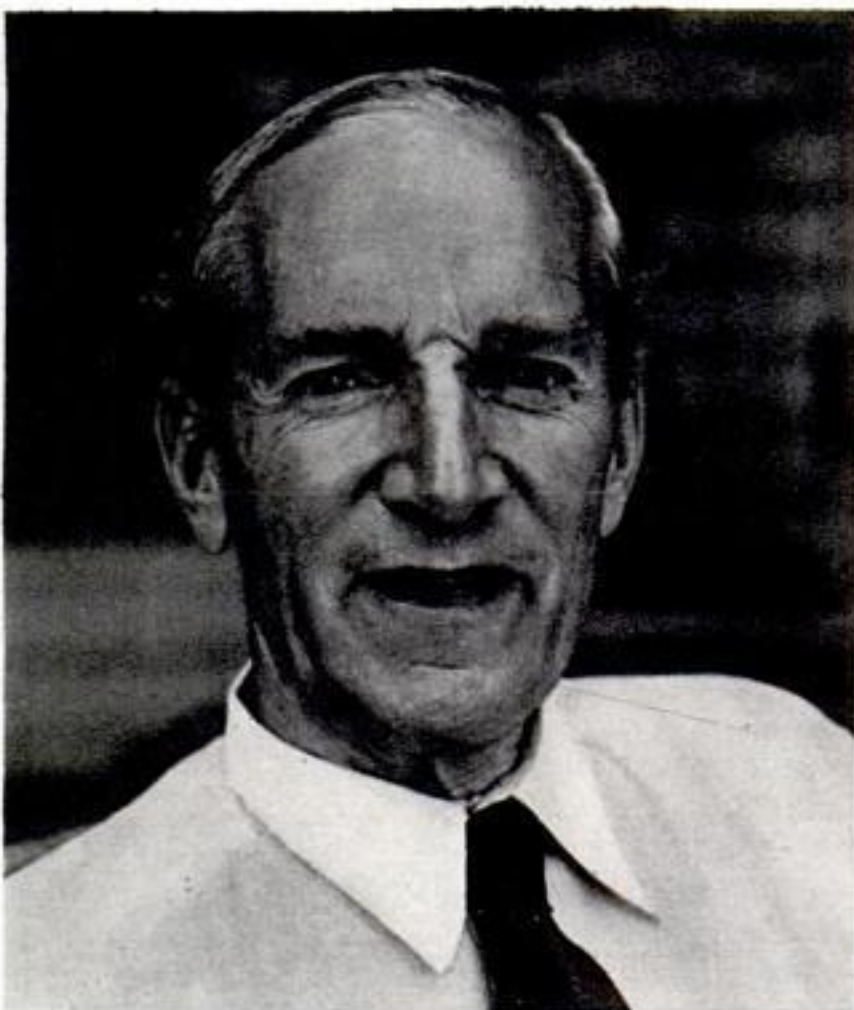
85



79



35



88



72



19



69



62



64



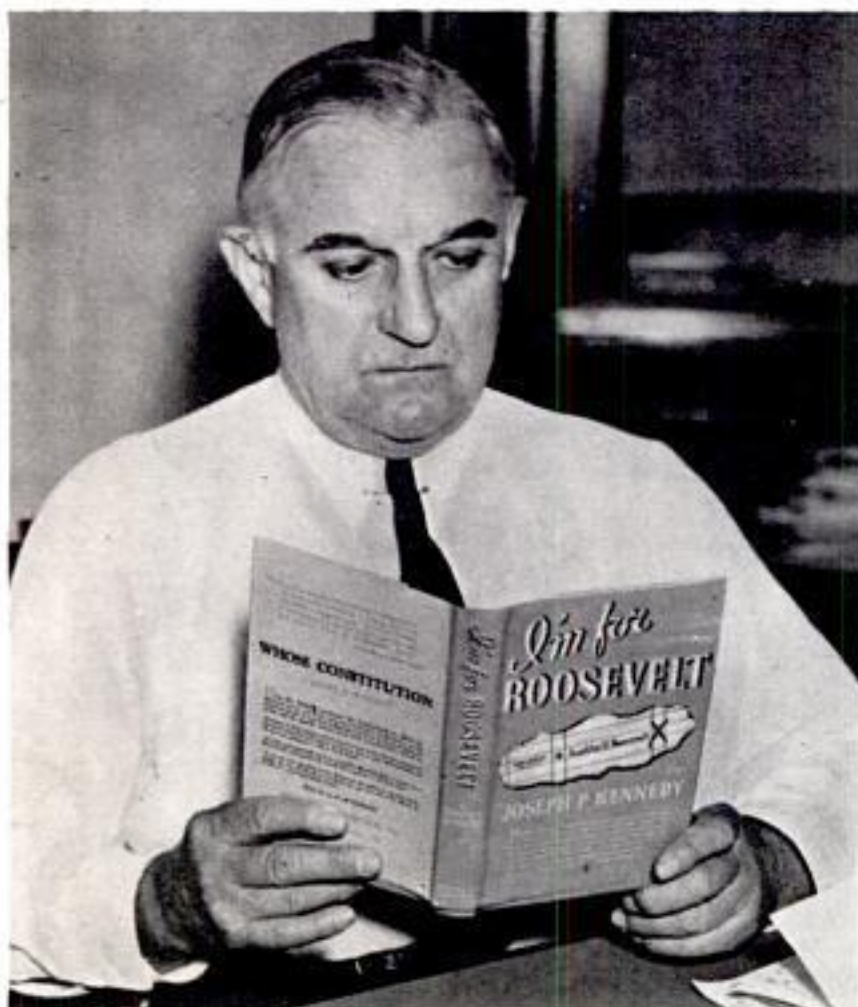
## YOU KNOW BY FACE OR NAME?



43



73



42

## ROOSEVELT'S ROSTER

His 100 most important friends

Some of whom became his harshest critics

- |                            |                             |
|----------------------------|-----------------------------|
| 1 DEAN G. ACHESON          | 51 ROBERT JACKSON           |
| 2 VINCENT ASTOR            | 52 HUGH JOHNSON             |
| 3 JOHN H. BANKHEAD         | 53 JESSE JONES              |
| 4 WILLIAM B. BANKHEAD      | 54 WILLIAM ALEXANDER JULIAN |
| 5 BERNARD M. BARUCH        | 55 EDWARD J. KELLY          |
| 6 THEO BILBO               | 56 JOSEPH P. KENNEDY        |
| 7 ROBERT W. BINGHAM        | 57 ROBERT M. LA FOLLETTE    |
| 8 EUGENE BLACK             | 58 FIORELLO H. LAGUARDIA    |
| 9 HUGO L. BLACK            | 59 JAMES M. LANDIS          |
| 10 WILLIAM E. BORAH        | 60 HERBERT H. LEHMAN        |
| 11 HARRY BRIDGES           | 61 WILLIAM LEMKE            |
| 12 WILLIAM C. BULLITT      | 62 JOHN L. LEWIS            |
| 13 BENJAMIN COHEN          | 63 DAVID E. LILIENTHAL      |
| 14 JOHN COLLIER            | 64 HUEY P. LONG             |
| 15 MORRIS L. COOKE         | 65 BERNARR MACFADDEN        |
| 16 T. JEFFERSON COOLIDGE   | 66 EDWARD F. McGRADY        |
| 17 THOMAS G. CORCORAN      | 67 MARVIN H. McINTYRE       |
| 18 HARVEY C. COUCH         | 68 PAUL V. McNUTT           |
| 19 CHARLES E. COUGHLIN     | 69 RAYMOND MOLEY            |
| 20 JAMES COUZENS           | 70 HENRY MORGENTHAU Jr.     |
| 21 BRONSON M. CUTTING      | 71 ARTHUR MULLEN            |
| 22 CHESTER C. DAVIS        | 72 FRANK MURPHY             |
| 23 FREDERIC A. DELANO      | 73 GEORGE W. NORRIS         |
| 24 LEWIS W. DOUGLAS        | 74 GERALD P. NYE            |
| 25 EDDIE DOWLING           | 75 JOHN J. O'CONNOR         |
| 26 DAVID DUBINSKY          | 76 FLOYD B. OLSON           |
| 27 GEORGE H. EARLE         | 77 RUTH BRYAN OWEN          |
| 28 STEPHEN EARLY           | 78 WRIGHT PATMAN            |
| 29 JOSEPH B. EASTMAN       | 79 FERDINAND PECORA         |
| 30 MARRINER S. ECCLES      | 80 GEORGE PEEK              |
| 31 MORDECAI EZEKIEL        | 81 KEY PITTMAN              |
| 32 JOHN H. FAHEY           | 82 SAM RAYBURN              |
| 33 JAMES A. FARLEY         | 83 STANLEY F. REED          |
| 34 ROBERT FECHNER          | 84 DONALD RICHBERG          |
| 35 FELIX FRANKFURTER       | 85 JOSEPH T. ROBINSON       |
| 36 GUS GENNERICH           | 86 JOSEPHINE ROCHE          |
| 37 CARTER GLASS            | 87 NELLIE TAYLOE ROSS       |
| 38 CARY T. GRAYSON         | 88 UPTON SINCLAIR           |
| 39 WILLIAM GREEN           | 89 ALFRED E. SMITH          |
| 40 ISABELLA GREENWAY       | 90 JESSE I. STRAUS          |
| 41 ERNEST GRUENING         | 91 ELMER THOMAS             |
| 42 JOSEPH GUFFEY           | 92 REXFORD G. TUGWELL       |
| 43 PAT HARRISON            | 93 FRANK C. WALKER          |
| 44 WILLIAM RANDOLPH HEARST | 94 HENRY A. WALLACE         |
| 45 J. EDGAR HOOVER         | 95 GEORGE F. WARREN         |
| 46 HARRY L. HOPKINS        | 96 SUMNER WELLES            |
| 47 HENRY HORNER            | 97 CHARLES WEST             |
| 48 CORDELL HULL            | 98 AUBREY WILLIAMS          |
| 49 EMIL HURJA              | 99 JOHN G. WINANT           |
| 50 HAROLD L. ICKES         | 100 LEO WOLMAN              |



(CONTINUED)

## DEATH TOOK THESE NEW DEALERS



**George Dern**, War Secretary, went to eternal Peace as Roosevelt's first term drew to its glowing sunset.

**William Woodin** (left), Secretary of the Treasury, cast up his last accounts in the New Deal's bright dawn



**Speakers** who speak no more, bushy-browed Joseph W. Byrns and snow-capped Henry Rainey (above) each ruled a Congress before Death took the gavel.



**Louis Howe** (left) rests in Fall River, Gus Gennerich on Long Island and Cousin Warren Delano Robbins (right), now sleeps in Fairhaven, Mass.

## PRIVATE LIFE TOOK THESE



**Rex Tugwell** (above), was liquidated to American Molasses Co. only six weeks ago. Oilman James A. Moffett (upper right) solved his housing problem by living on his yacht in the Potomac, but when he could not solve his Housing Administration he retired. After NRA Donald Richberg (lower right) tried co-ordinating everything, a job that petered out.



**Divorce** was the end of Banker James E. Warburg's love affair with the New Deal. Its cause: incompatibility of economics.



**To quit while the quitting** was good appealed so much to Joseph P. Kennedy of Boston, that he went back to his wife and nine children (above) leaving his job as Chairman of SEC with the most envied record of any New Deal Administrator.



# THE WHITE HOUSE FAMILY



For merry Mother Sara Delano Roosevelt her 78th to 82nd years were well worth the living for she saw her son,

idol of the people, win re-election. For Anna Eleanor Roosevelt (above in her husband's arms) the same four

years brought many comings & goings as she travelled far & wide inspecting the President's many good works.

## Children and Children-in-Law

The Franklin Roosevelts went into the White House with one married daughter, two married sons and two bachelor sons. Daughter Anna got a divorce and remarried. Son Elliott was divorced and remarried. Another son became engaged. Their parents make a great point of leaving the Roosevelt children free to live their own lives.



EX-HUSBAND DALL



DAUGHTER ANNA & HUSBAND BOETTIGER



SON JAMES & WIFE BETSY CUSHING



SON FRANKLIN & FIANCEE ETHEL DU PONT



EX-WIFE ELIZABETH DONNER, SON ELLIOTT & WIFE RUTH GOOGINS



ELIGIBLE SON JOHN

## Grandchildren



ANNA'S BUZZIE AND SISTIE (DALL)



JAMES' SARA AND KATE



ELLIOTT'S WILLIAM

ON MARCH 4, 1933 Sara Delano Roosevelt had nine grandchildren and great-grandchildren. Today she has twelve including two minuscule members of her grandson Elliott's second brood who are not pictured above, Ruth and newborn Elliott who, until this Christmas, had never looked upon his grandfather's beaming face nor visited the White House.



523-T0-8

(CONTINUED)

"THIS generation has a rendezvous with destiny," cried Franklin Roosevelt last June at the end of the Democratic National Convention in Philadelphia. But for three months he let the generation wait. He gave them drought tours, centennial openings, flood control trips — a non-political campaign until six weeks before election. Then he gave them a full measure of destiny. While a lugubrious Landon Special fruitlessly criss-crossed the country, crowds jammed the railroad stations of New England, men roared themselves hoarse and women fainted in milling mobs in a mighty acclamation of a popular President. By day and night, under sun and rain from the capitol at Denver to the capitol at Boston, Franklin Roosevelt was a triumphant hero with a smile of silver and a voice of gold. When it was over, had he reported to Congress on the state of the nation, he might have summed it all up in his record-breaking electoral college vote: 523-to-8.



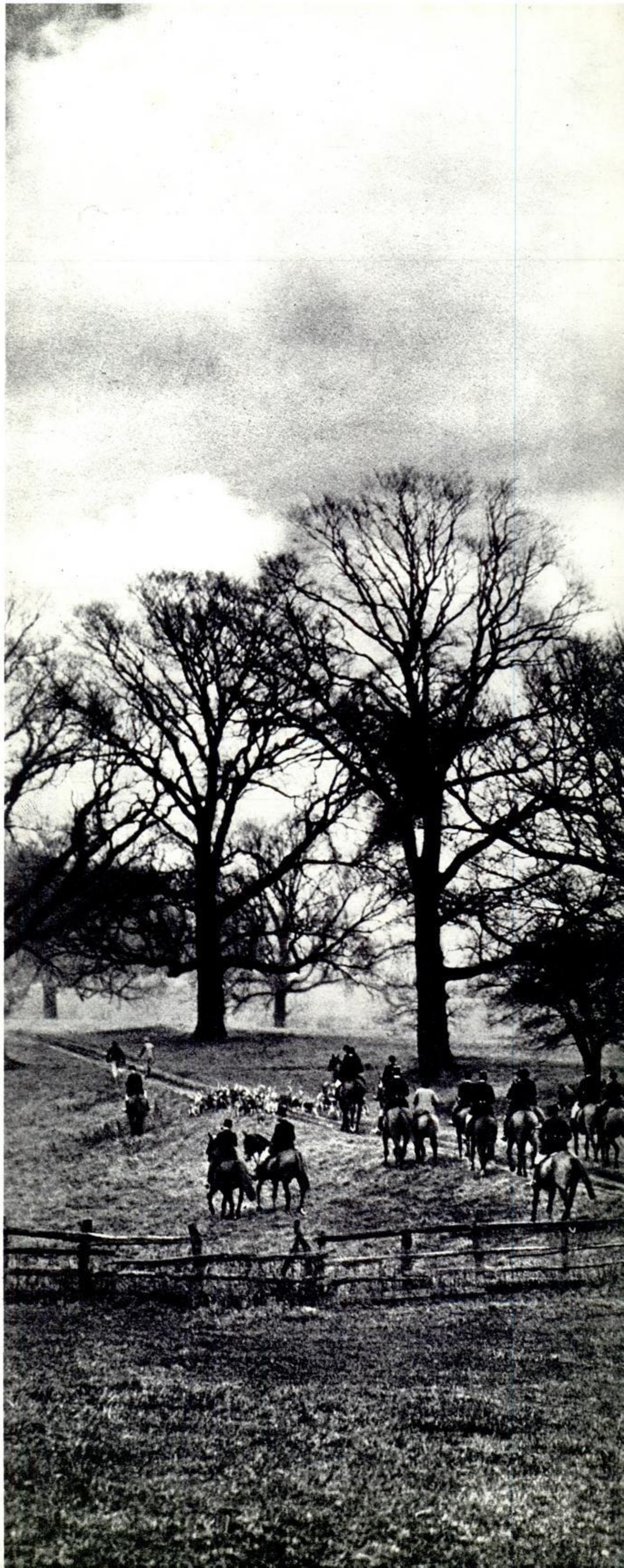






## THE HUNT MOVES OFF

**P**RETTIEST sight in all England is that of a pack of hounds and a score of pink coats at a gallop after a fox. Nowhere else in the world is fox hunting conducted with as much formality and tradition. During the Peninsular War the Duke of Wellington imported a pack from England, hunted fox on days not given over to the little Corsican. On one occasion the fox ran over into French territory, caused the capture of the Duke's huntsman Tom Crane who had made the classic statement: "Where my fox goes, so do I." Crane and his hounds were returned under a flag of truce the next day by the puzzled Frenchmen. In 1914 some hounds were taken to France by the British Expeditionary Forces but the French were scandalized at this apparently frivolous attitude of their allies. Today, fox hunting costs English Clubs over \$50,000,000 a year. Here is shown the Bicester and Warden Hill Hunt as they prepare to move off at Waddeson Cross Roads, near Aylesbury, Buckinghamshire, England. First rate hunting country, it contains good coverts, many fox. The Bicester and Warden Hill Hunt was established about 1778. In front of the pack are two foot followers, local villagers intent upon watching the hunt. To the left of the pack is the huntsman, a paid professional. On the right are the whippers-in, men whose duty it is to keep the hounds in line. Directly in the rear of the pack and at the head of the pink-coated Ladies and Gentlemen of the meet is the Master of Fox Hounds. Given good hunting, the field should yield two or three fox. After the tails (brushes) and heads (masks) are cut off for souvenirs, the carcasses are thrown to the yelping hounds to be torn to pieces. If you would learn to ride as well as these English huntsmen, turn the page and see how to begin.











Stout rule No. 1 is to know the horse. He should always be approached from the front and patted. And, above all, no sudden moves should be made in his view.

## HOW TO RIDE

Four pages of simple rules on the fundamentals of equitation

**M**OST Americans think they can ride whether they have had any instruction or not. Those that do ask for criticism of their form usually do so only to be told how good they are. Others resent being told that they ride incorrectly. Aware that anyone can learn to ride the right way more easily and quickly than the wrong, Benjamin Lewis has just written a book designed to encourage better form in riding by photography. For this book, published by the Derrydale Press, Author Lewis and Photographer Eugene Friduss spent ten week-ends with Robert P. Stout, an experienced equestrian, photographing him as he went through an experimental training course. They approached the problem from the rider's point of view. To illustrate the points better, Rider Stout took off his tailored riding coat, threw himself whole-heartedly into the job. Occasionally a photograph was taken which showed the wrong form. These Rider Stout gleefully snapped up, announced that they would enable him to correct his own unnoticed faults.



In saddling, the horse should always be approached on the "near" or left side.



With the left hand holding the horse, the right hand should test the girth for tightness.



The girth is too loose if the first half of the fingers can be slipped inside.



The stirrup iron should be exactly at arm's length from the near side of the pommel.



To mount, the hands are used as a fulcrum. The right leg is swung freely and gracefully over the horse's back. First, last and always, it should be done *slowly*.





The seat in the saddle should feel as it looks here. Head and chest high, shoulders back, heels down, body erect and relaxed. Reins are usually held in the right hand.



After establishing a secure seat, the rider should bend every effort toward keeping the hands quiet, a steady light feel on the reins.



Rear view. Shoulders are square, arms hang naturally, elbows tucked in.



Here is the seat in the saddle exactly as it is felt. Back is erect and flexible, lower legs hang naturally.



Instructor Stout is now ready to ride. Both horse and rider are at ease with each other.



The horse steps out in a good live walk. White line represents original body position.

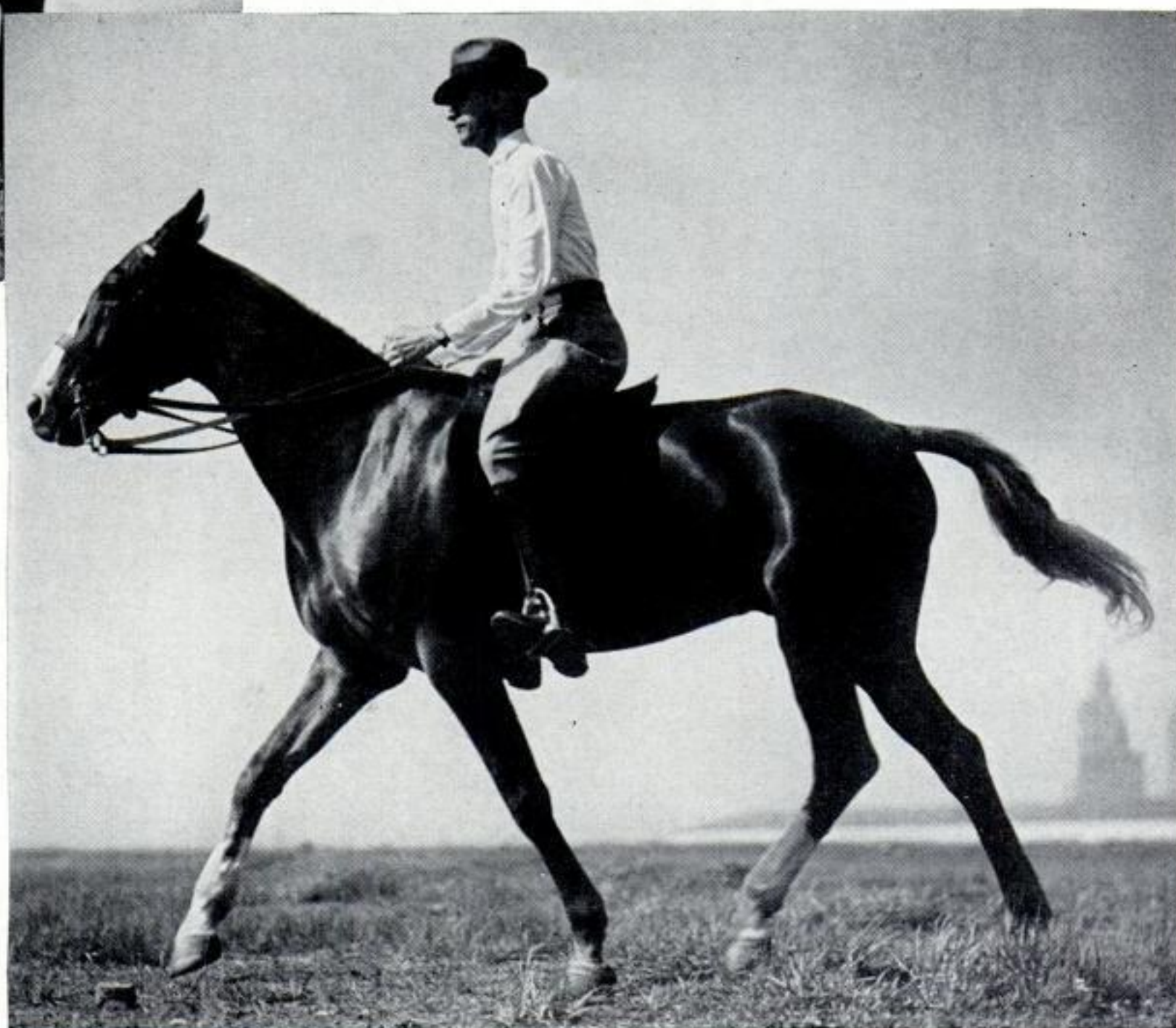


## HOW TO RIDE (CONTINUED)



THE tiresome routine of the early training now begins to show results. Greatest secret of good riding is always to keep the body relaxed. The back must be erect but limber and springy, the waist supple. This may be acquired by putting the horse into a walk, taking the feet out of the stirrups, stretching the arms and twisting the body. Simple and easy exercises, they are very important to the development of confidence. They should be done at least ten minutes in every hour of riding. As confidence is gained, the horse is urged into a slow trot (*left*). This is the gait just beyond the walk. The seat is the same. Knee and hip joints are relaxed. Legs are down and ankles flexed. Weight is held forward with only a light pressure on the stirrups. Strong pressure here would tighten the knees, hips and back, ruin the smoothness of the seat. Wrists and elbows are kept loose.

THIS is the normal trot (*right*), showing Instructor Stout at the top of a post. Posting is correct only in trotting. The weight is brought further forward at the waist to balance over the knees and stirrups. The back remains hollow even when the rider rises forward and above the saddle. He does not come down hard onto the saddle at the fall, but rather onto the forward part of the buttocks and inside corners of the upper thighs. Heels are pushed hard down, knees and calves pressed firmly to the horse. Posting on the left foot, Mr. Stout came down as the horse's left front foot struck the ground. As the horse springs forward over his left front foot, the rider is lifted above the saddle. When the horse comes down on his right foot, the rider maintains (or holds) his weight above the saddle, balancing on the inner thighs, knees and stirrups. Hands must not rise or fall.



This is the first beat of the canter or the gallop. Seat in the saddle is down, weight is carried forward.



The second beat. The horse's left front and right hind feet strike the ground. Shoulders go down, hindquarters up.



The third beat. The horse's weight is now on his right front foot as his hind feet leave the ground entirely.





The next gait above the canter is the extended gallop. Here the horse leads off on his right front foot.



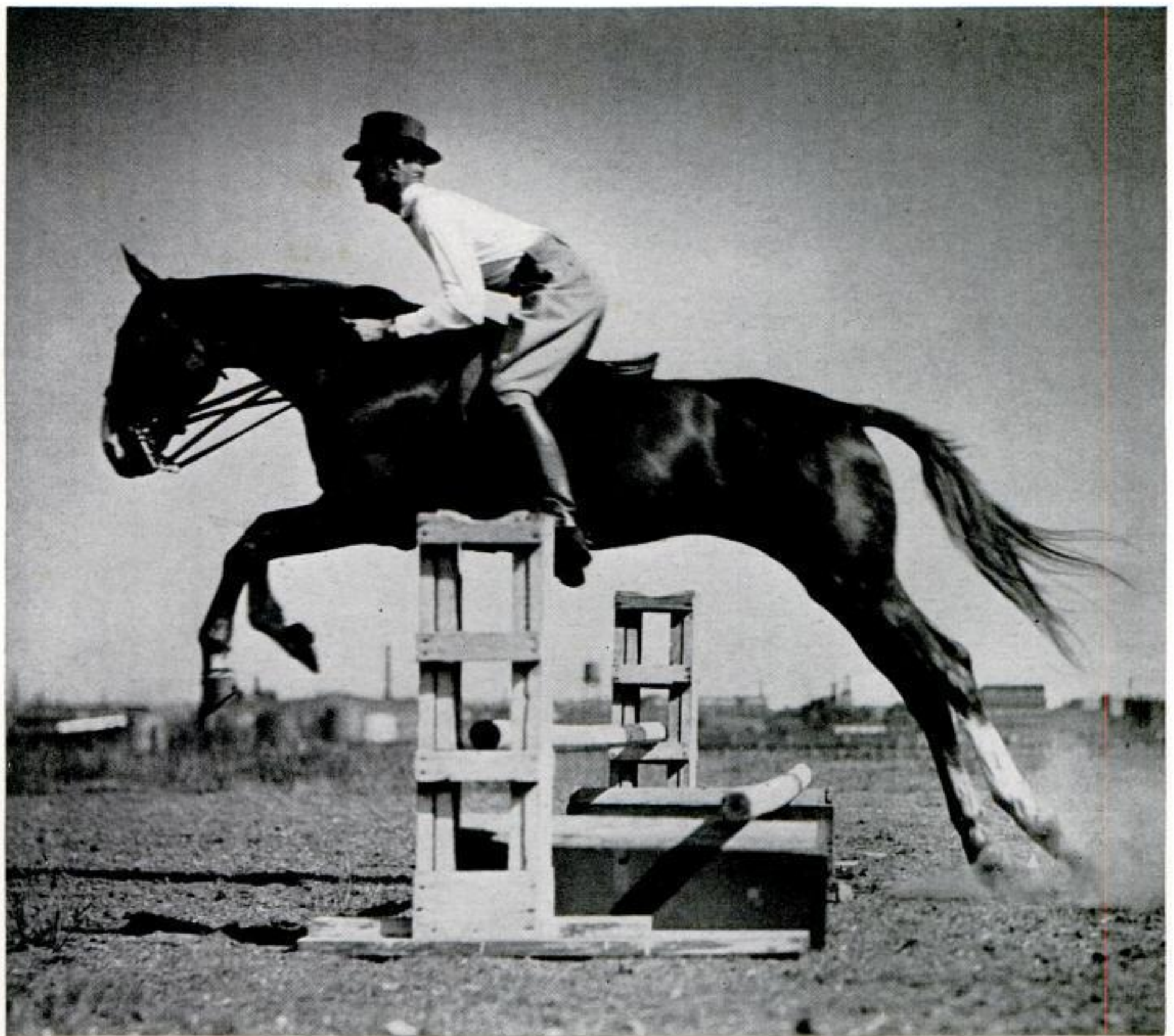
He next starts to roll over his right front leg. The hind feet are well off the ground, hindquarters high.



The roll over the right leg. Rider's back is kept hollow, reins are taken up rather short but not too tight.



The extended gallop. All four feet are off the ground. This stage is called the period of suspension.



Goal of every good rider is jumping. It is simple enough if the horse can jump, easy if he enjoys it.

But before attempting to take a jump, the rider should very carefully check over his entire equipment.



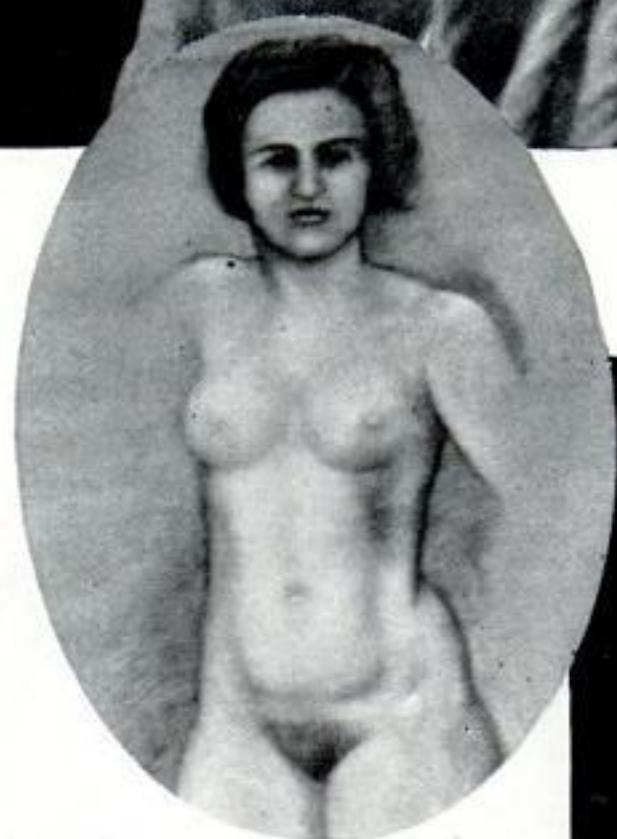




## WOMAN LOVER

**T**HE old man with the snarl of rope (*left*) is Aristide Maillol (pronounced Mý-yole). He models nude women better than any other living sculptor. The rope he uses to lug his heavy stone images around his studio in a Paris suburb. His father was a gigantic French smuggler and at 75, Maillol is strong enough to do his own lugging. On the opposite page Sculptor Maillol is shown dozing among some specimens of his handiwork.

Maillol was born in Banyuls, France, near the border of Spanish Catalonia. He wasted ten years studying painting, six years more on tapestry designing. His tapestries were executed by rugged Banyuls peasant women, one of whom he married. One day he whittled a statue in wood, straightway turned to sculpting. Art experts find in his sculptures the human form rendered with impersonal universality, enormous vitality and repose. Not interested in his model's character, he usually leaves the faces comparatively blank. He worships ancient Greece, prefers Greek models. He works half the year at Marly-le-Roi, near Paris, the other half in Banyuls, traveling with his wife, son and current model, with whom he is usually mildly enamored. He has sculptured memorials to two great Frenchmen, Composer Debussy and Painter Cézanne. Lately the Toledo (Ohio) Museum got a bronze casting of the Debussy monument. Other Maillol work in the U. S. is owned by New York's Metropolitan Museum and Museum of Modern Art.



This drawing of a girl, probably of the one at the family dinner table, (*right*), shows the extraordinary "finish" and clear-cut charm of Maillol's draughtsmanship, rare among sculptors.

Aristide Maillol is a spare, powerful little man with a Michelangelo beard and big efficient hands. At 75 he sets to work with rope moving his latest statue out of his studio.



At dinner at Marly-le-Roi are (*left to right*) Old Man Maillol with his beard tucked into his vest, his toothy model, his son,

his wife. Son Maillol is a capable painter. Mme. Maillol is a good cook. Come autumn, they all motor to Banyuls in the south.





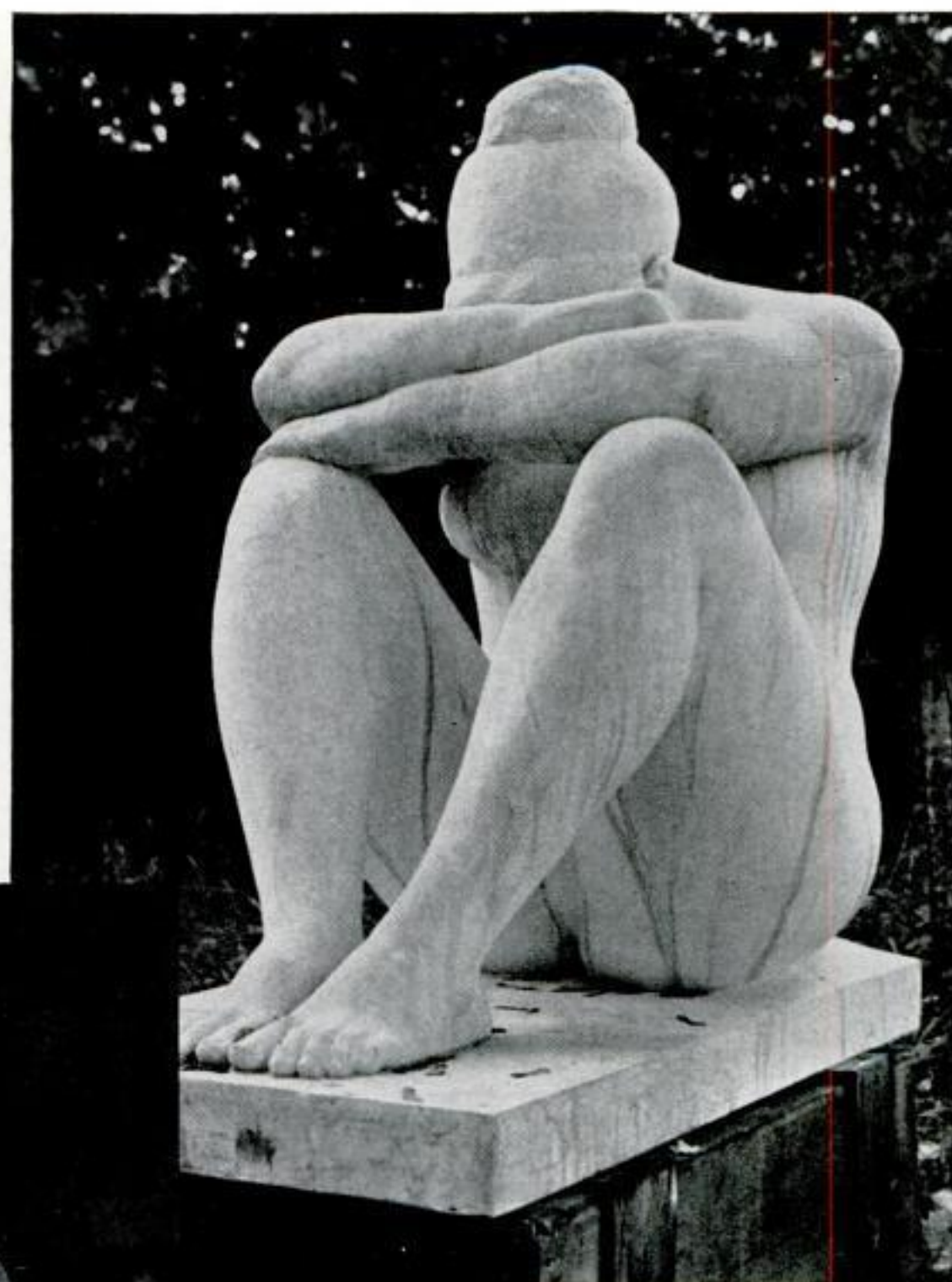
STUDIES IN STONE



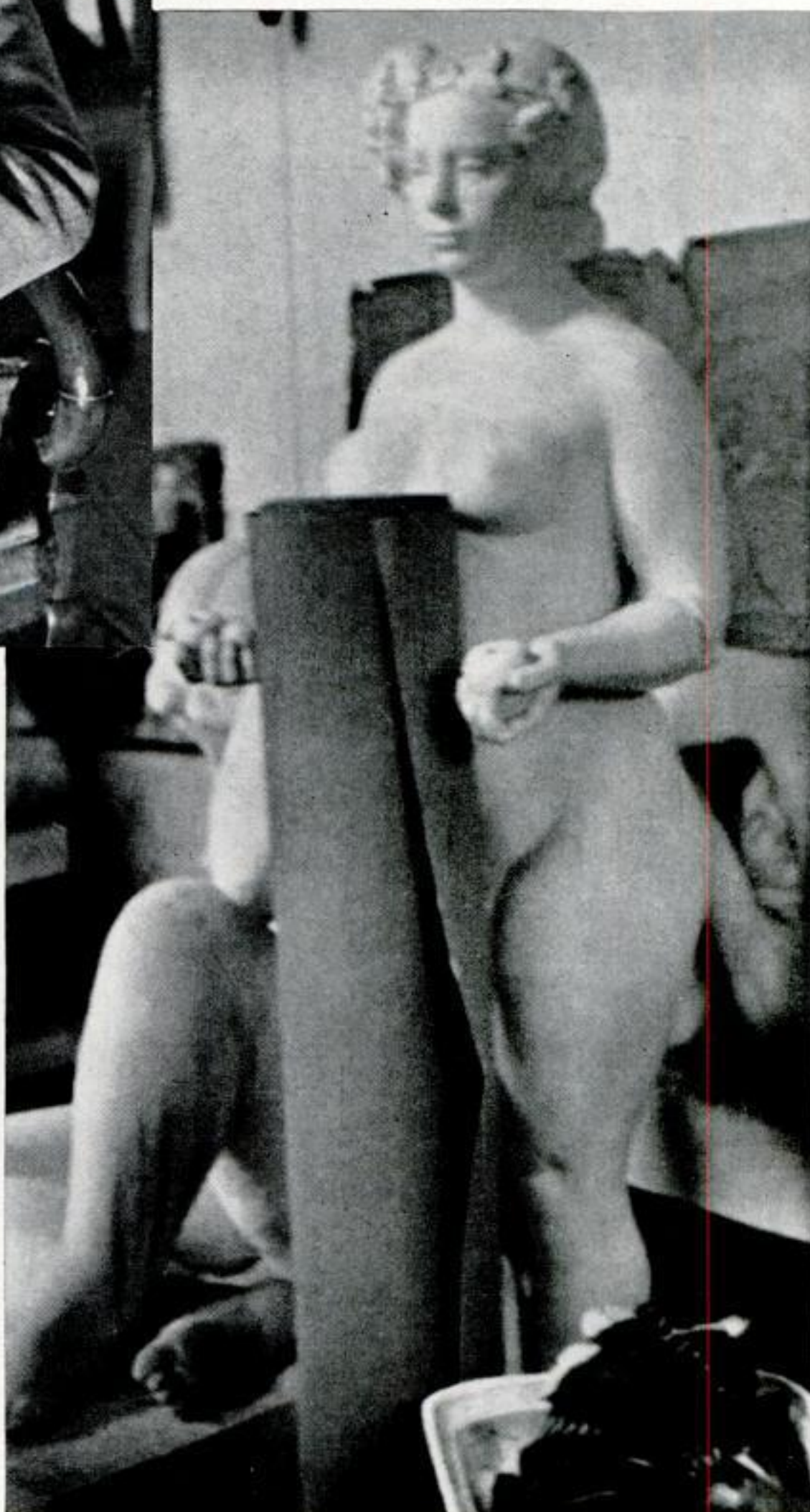
IN A MANHATTAN GALLERY



WOMAN, UNMOUNTED



GARDEN PIECE



APPLEGIRL AND WRAPPING PAPER



## The English



**THE SPANISH SEESAW**

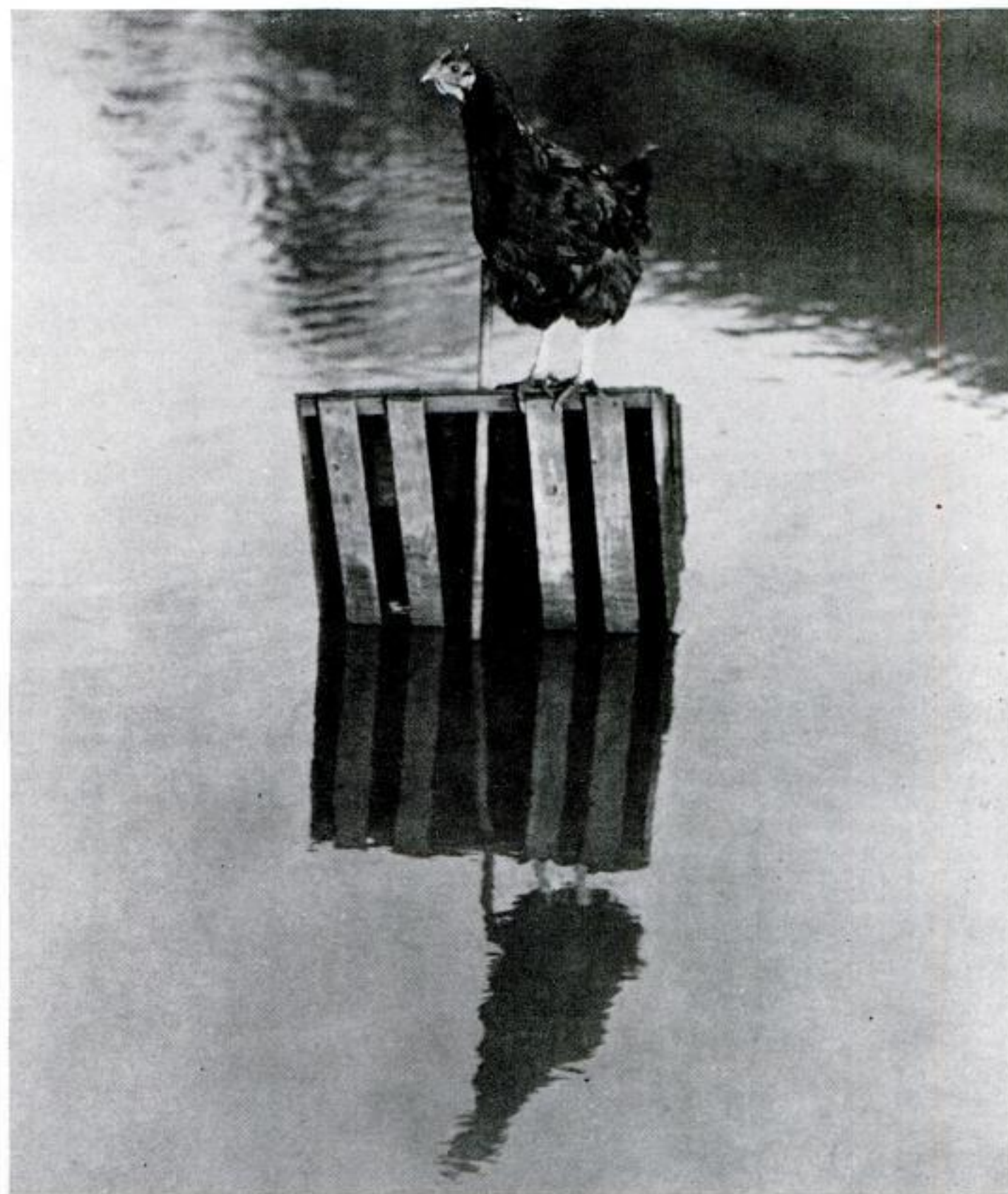
MR. EDEN: "THIS MAY BE A NEW 'BALANCE OF POWER,' BUT IT CERTAINLY ISN'T 'COLLECTIVE SECURITY.'"

The man with the smooth face (center, above) is Joachim von Ribbentrop, Dictator Hitler's smoothest fixer. Beside him sit the Duchess of Wellington and Lord Mount Temple. As Ambassador to Great Britain, this German's job is to utter soothing words of peace in London each time Der Führer thunders new war threats in Berlin. At present Herr von Ribbentrop finds himself in hot water. At the London banquet for Anglo-German fellowship at which this picture was taken (Dec. 15) he rebuked the world for its blindness to Nazi peace offers. Almost immediately came the report of Hitler's plan to send 60,000 Nazi troops to Spain. What effect this has had on English public opinion is depicted in the cartoon below from *Punch*. Scratching his ear in bewilderment, British Foreign Secretary Anthony Eden watches Mussolini and Hitler try to weigh down Spanish Fascist Franco's end of the Spanish seesaw, while French Premier Blum and Russian dictator Stalin act as ballast for Spanish Loyalist Premier Caballero.





**Freak Accident** of the week left this strange sight for English motorists to behold on the Great West Road, 17 miles southwest of London. A truck, skidding on excavated mud, clipped off the base of a telegraph pole, left the top hanging on wires in mid-air.



**Freak Victim** of the week was this unhappy hen, marooned by flood waters on the roof of her coop in Kent. Heavy rains, following a 70-mile gale, inundated large sections of southeastern England, as water poured over Weir-gates into village yards.



**London Moslems** crowded into one of England's two Mohammedan mosques on Dec. 18 to celebrate the fast-breaking festival of Id Al-Fitr of the Mohammedan

year 1355. All pious Moslems remove shoes to pray, face toward their holy city of Mecca, touch foreheads humbly to the ground. On this holiday, which is akin

to Christianity's Christmas, they also buy new clothes, give gay parties, bedeck graves with flowers and spend more than they should on gifts for relatives and friends.



# ... and the French



The vegetable caricature at the left is a likeness of Léon Blum, Socialist Premier of France and most caricatured Frenchman alive. Recently displayed in a Montmartre Café, it attracted considerable attention from caricature lovers who appreciated the master stroke that caught Blum's sad nose and drooping mustache with a single, mature leek. No stupid cabbage head is M. Blum but the best-educated and most exact-thinking of France's recent premiers. Since he became head of the government last spring, he has become increasingly sensitive to criticism and has special reason to be sensitive to caricature. The vicious lampooning of Minister of Interior Roger Salengro was one thing that drove Salengro to suicide last November. Another was the attacks of such reporters as Odette Pannetier (*below*).



Odette Pannetier as she really looks.

The Suicide of Roger Salengro, French Minister of the Interior, was caused by vicious attacks by the reactionary French Press which charged Salengro with being a War-time army deserter. A leader in the attack was the weekly *Candide*, whose reporter Odette Pannetier (*left*) disguised herself as an American newspaper woman (*right*), interviewed Salengro and published a bitter, satirical article just before Salengro turned on the gas last November and killed himself. This was not Mlle Pannetier's only successful disguise. Once she masqueraded as an extraordinary psychopathic case in order to see Psychiatrist Sigmund Freud, who no longer treats ordinary cases.



Odette Pannetier as she thinks a U. S. reporter looks.





**The French on sea** keep ahead of the Germans. A few minutes after he launched the 26,500-ton battle cruiser *Strasbourg* at St. Nazaire, Minister of Marine Alphonse

Gasnier-Duparc (right) put a metal shield over his face and witnessed through its thick pane the welding of the first plates for the *Strasbourg's* sister ship, the *Jean Bart*.

The *Jean Bart* will be the third of France's big new battleships. Germany has as yet no battleship so large. Its two 26,000-tonners are nearing completion.

## ... and the Germans



**The Germans by land** keep their motorized army always rehearsing. Bad weather near Hanover gave the troop-carrying truck (above) a chance to practice under soft,

muddy conditions. Trucks crossed rough country, climbed steep banks, forded streams. In the next war, according to military experts, the premium will be on mobility.

Hence Germany builds super-highways to assure speedy troop movements, takes no chances on roads being blown up by developing half-truck, half-tractor troop carriers.



## ... and the Cubans



At the head of his mounted troops, Col. Batista (*center*) rides out to inspect Cuba's vast sugar plantations. It was because Puppet President Gómez vetoed his sugar tax that Batista had him impeached.



In camp among his bodyguard and aides, Col. Batista (*center, hat on arm*) wears a leather jacket, affects simplicity. By controlling schools and press, he seeks to make his military dictatorship popular.



Cuba's military dictator eats rough army food on an improvised field table. This picture was taken during a recent practice march into the interior.

Col. Batista cut these maneuvers short to rush back to Havana, where he forced through impeachment proceedings against Cuba's president.



From the lofty rostrum of the Cuban senate (*above*) a secretary reads impeachment charges against the president. Informed that

he was now an ex-president, Señor Gómez dashed home, said farewell to his cabinet (*right, Gómez in center*), packed his bags.



**R**EAL ruler of Cuba is stocky, black-haired Col. Fulgencio Batista, master of Cuba's 22,000 soldiers. He was a humble army sergeant as recently as 1933, when popular hatred against Dictator Gerardo Machado boiled over into revolution. In the resulting confusion, Batista entrenched himself as the unofficial boss. Since then puppet presidents have come and gone, but the ex-sergeant who pulls their wires remains. Last spring he supported natty Miguel Mariano Gómez for president. In office, Gómez made the mistake of trying to preside. Col. Batista had him impeached Dec. 21.



## ... and the Swedish



Five of the 1936 crop of Nobel Prize winners stand up in Stockholm's dreary Konserthuset Hall for the formal presentations. (Left to right): Loewi, Dale, Debye, Anderson

and Hess. In their hands are the leather-bound diplomas on which is stamped in gold the initials of Alfred Nobel, Swedish dynamite tycoon whose death in 1896 established the foundation.

**M**OST coveted prizes in the world are the Nobel annual awards. On Dec. 10, before a distinguished gathering in tail coats, Gustav V of Sweden distributed this year's prizes to: U.S. Professor Carl D. Anderson and Austrian Professor Victor Hess (physics); England's Sir Henry Hallett Dale and Austria's Otto Loewi (medicine); Holland's Peter Debye (chemistry); U.S. Playwright Eugene O'Neill (literature); and Argentine Foreign Minister Carlos Lamos and German Jailbird Carl von Ossietzky (world peace). Each prize is worth \$39,134, is awarded without distinction of nationality.



For absent Dramatist O'Neill U.S. Third Secretary James E. Brown Jr. receives Gustav's handshake and the world's greatest literary honor.

## ... and the Salvadorians



At 9:44 P.M. on Dec. 20 the 32,000 inhabitants of the small manufacturing city of San Vicente, 30 miles east of San Salvador, were thrown into confusion by an earthquake which destroyed the lighting system. Successive shocks then proceeded virtually to destroy



the city, kill 250 inhabitants, injure 1,000 others. Above, left, are two of the many homeless orphans of the earthquake. Above, right, is a general view of the once prosperous shawl-producing center of the tiny Central American Republic.





TALK about flavor! I never realized before how downright good the pure, unsweetened juice of pineapple *could* be.

Here's a drink that tastes just as if you'd drained a fresh-cut, ripe pineapple right into your glass. So *natural*, so really refreshing.

I'm sold on it, believe me. And my wife — well, *she* cheered the minute she saw the DEL MONTE label.

Why not try DEL MONTE Pineapple Juice yourself? But here's a tip: Get *plenty* to start with. A few cans of *this* juice won't last any time at all!

*It's* **Del Monte**  
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PURE • NATURAL • UNSWEETENED

## Private Lives

In the high-necked, long-sleeved, tight-bodied dress her aunt wore 27 years ago, **Medora Roosevelt**, distant cousin of the President, married Herbert Whiting in Manhattan. It was the same dress her



MEDORA ROOSEVELT WHITING AND BRIDEGROOM

elder sister, Margaret, wore when she married Alessandro Pallavicini of Rome. When Medora and Margaret were in Italy in 1935, they startled their parents by announcing simultaneously their intention to wed Italians. Their parents denied the reports but finally announced that only Margaret would marry the Italian she wanted. Medora's bridegroom, a preparatory school teacher, is a sound American from Massachusetts. Medora's father is George Emlen Roosevelt, head of the banking firm of Roosevelt & Son which was founded in 1797 by Jacobus J. Roosevelt, second cousin three times removed to Franklin D.

No lawyer would be naïve enough to stand up before the U.S. Supreme Court and ask the learned justices to forgive his client because he did not know the law.

Ignorance of the law, that august tribunal would thunder, is no excuse. But **Willis Van Devanter**, associate justice of the Supreme Court since 1910, was hunting ducks in Virginia when a game warden came up and asked for his license. To his great embarrassment, Mr. Justice Van Devanter found that he did not have the \$1 Federal stamp he should have had on his license. He explained to the warden that



JUSTICE VAN DEVANTER

he did not know the law required a stamp but he would get one immediately at the nearest post office. The warden let him off.

**Sarah Fashchall Davis**, daughter of Norman H. Davis, American Ambassador-at-Large, got a job as a receptionist in the Manhattan advertising agency of **J. Sterling Getchell** through a cousin of a brother-in-law. It is not unusual for a receptionist to attract the attention of men in her office, but Miss Davis attracted no one less than her big boss, John Stirling Getchell, whom she has now married. Miss Davis is 24 and her groom, who



SARAH DAVIS GETCHELL AND BRIDEGROOM





**DIZZY DEAN AND TRUCK**

advertises among other things Chrysler automobiles and Socony-Vacuum oil, is a dozen years or more her senior.

While baseball owners and managers were up north bickering about the amount of money they might be willing to pay the St. Louis Cardinals for **Dizzy Dean's** services, that great baseball pitcher was down in Florida having a fine time leading high school bands, refereeing football games, getting his golf game down to 75. A fly in his ointment seemed to be that he had to ride around in his truck instead of in his fine sporty automobile. Mrs. Dean, he explained, had taken a fancy to the car. Patricia Nash Dean, who is pretty and plump, was boss of the family even before she married Dizzy in 1931. Dizzy was crazy to get married at the home plate of a baseball park but his more conventional bride overruled him. Since then, he has been very firm about supervising his contracts and his hold-outs, arguing

with promoters for him, collecting his bets.

Last August, **Doris Duke Cromwell**, "richest girl in the world," was very annoyed with Hawaii. The Honolulu Harbor Board had refused to grant her permission to wall off part of a small bay, which her house faced, in order to make a private swimming pool. Mrs. Cromwell had already bought 144 cases of Delhi marble for her pool but the Board thought that giving permission to wall off a public property was discrimination and likely to arouse class prejudice. Mrs. Cromwell let it be known that she would forward her marble to Palm Beach where she could build the kind of pool she wanted. But she finally yielded, decided to use her marble for a pool that would not infringe on public property. A couple of weeks ago, Mrs. Cromwell and her husband returned to Hawaii and were ferried ashore (below) in a Coast Guard cutter because a strike kept her steamer from landing.



**DORIS DUKE (center), HUSBAND (right) & FRIEND (left)**

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Vol. II, No. 1

# LIFE

REG. U. S. PAT. OFF.

Jan. 4, 1937

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## LIFE'S PICTURES



EUGENE FRIDUSS, who spent ten week-ends taking the pictures for *Riding*, some of which appear in this issue (see pages 46, 47, 48, 49), has long been an industrial photographer in Chicago and New York. He worked from a platform 27 feet high to get bird's-eye shots of horse & rider.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

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# Has Raynham Hall a GHOST?

**M**OST people would say no but not Gwladys Ethel Gwendolen Eugenie, 6th Marchioness Townshend, who offers the photograph on right to prove that her home is better haunted than most old English houses. Among Raynham Hall's ghosts, the Marchioness is proudest of Sir Robert Walpole's sister Dorothy, who married the second Viscount Townshend; the Duke of Monmouth, who visited his father King Charles at Raynham Hall; a couple of Townshend children, and an unidentified spaniel. Last September, Capt. Hubert C. Provand, Art Director of Indre Shira, Ltd., London Court Photographers, while taking pictures of the Great House on Lady Townshend's 20,000-acre Norfolk estate, had one of his cameras smashed by an angry Raynham Hall apparition, later took the flashlight shot at the right before the ghost realized what was up. Obviously not the spaniel, it is a moot point as to whether this particular ghost is Dorothy Walpole, the Duke of Monmouth, or a free-lance patroller from a neighbouring house. The 136-year-old chemists' firm of Blake, Sandford & Blake had a representative present when the negative was developed, attests the authenticity of the figure on the staircase.



AN IDEAL HANGOUT FOR GHOSTS IS 300-YEAR-OLD RAYNHAM HALL IN NORFOLK



BADLY-HAUNTED IS THE MARCHIONESS TOWNSHEND (LEFT) BY THINGS LIKE THIS ON HER STAIRWAY





# Movie of the Week: *The Plainsman*

Cecil DeMille Makes an Epic of the West with Buffalo Bill, Wild Bill Hickok and Calamity Jane.



**WILD BILL HICKOK AND CALAMITY JANE**  
(The household goods belong to Buffalo Bill's new wife.)

**C**ECIL B. DEMILLE, producer of super-colossal spectacles, in his latest picture has turned from Rome and Jerusalem to make an epic of the American West. *The Plainsman* opens with a prologue shot of President Lincoln and his Cabinet, from then on compresses many actual events in the turbulent history of the Great Plains. Its hero and heroine are two of the most famous characters of the West, "Wild Bill" Hickok and "Calamity Jane," ably played by Gary Cooper and Jean Arthur. The fictional part of the story concerns their capture by Chief Yellow Hand of the Cheyennes and his torture of Hickok to make Calamity reveal the route of march of Buffalo Bill. The Cheyennes ambush Buffalo Bill in 12 minutes of the best Wild West ever filmed.



President Lincoln's Cabinet: left to right facing the camera, Secretary of War Stanton, the President, Secretary of State Seward, Secretary of the Interior Usher, Attorney General Speed.



**1** Wild Bill Hickok, the great Indian scout, back from the Civil War, is met by Calamity Jane. Angry at the tales of her bawdy love affairs, he wipes off her kiss.



**2** They find an old Indian scout with an arrow in his chest. He tells them that Chief Yellow Hand of the Cheyennes is besieging a frontier garrison.



**3** General Custer (right) hears the news of Yellow Hand's siege. He orders Buffalo Bill to lead an ammunition train to the rescue, Hickok to go after Yellow Hand.





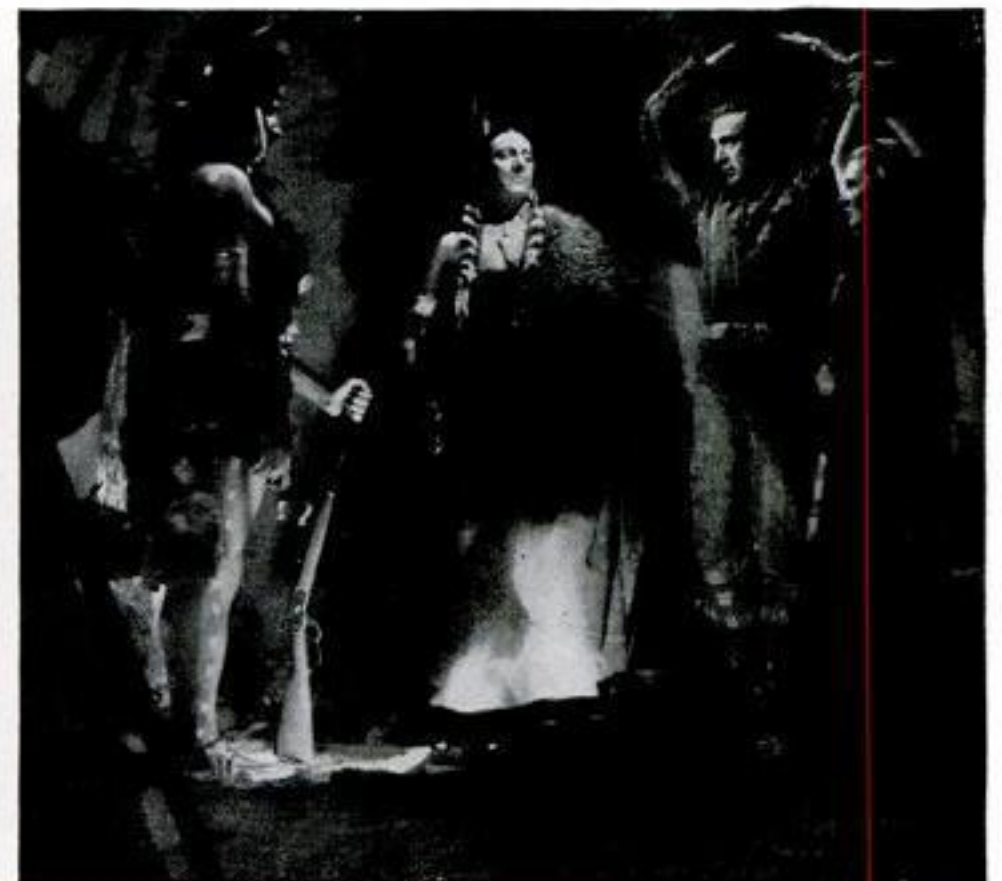
WILD BILL HICKOK (GARY COOPER) ABOUT TO BE TORTURED OVER A FLAMING PIT.



**4** Buffalo Bill (*right*) is newly married to a city girl (*left*) who wants him to settle down, Hickok and Calamity Jane persuade him to obey Custer's orders.



**5** A party of Cheyenne raiders kidnap Calamity Jane and take her off to Yellow Hand's camp. In trying to rescue her, Wild Bill Hickok is also captured.



**6** Chief Yellow Hand (*center*) questions his prisoners. By torturing Hickok (*top of page*), he finally makes Calamity reveal the route of the ammunition train.



## *The Plainsman* (CONTINUED)



Chief Yellow Hand's braves, having learned the route of march from Calamity Jane, wait to ambush Buffalo Bill and the ammunition train as they ford a river. The entire

ambush was filmed in Montana with 2,500 Cheyennes while Director DeMille sat in his Hollywood office before a model of the location, directing each scene by telephone.



**A** CHEYENNE ambush, staged in the best tradition of DeMille spectacles, is the exciting climax of *The Plainsman*. The events leading up to the climax are fictional but the ambush itself is based on an historical battle. On Sept. 17, 1868, while fording the south fork of the Republican River in what is now Colorado, General "Sandy" Forsyth was ambushed by 600 Cheyennes and Arapahoes. Outnumbered ten to one, Forsyth and his troops took refuge on a brushy island in the middle of the river and for nine days stood off one of the fiercest charges in the history of the Indian Wars. The ten years which followed this gallant episode saw the final defeat of the Indians on the Northern half of the Great Plains. Some 300 battles were fought, chiefly against the Sioux and Cheyennes. In 1876 the two nations rallied to wipe out General Custer's regiment on the Little Big Horn. By 1880 Indians were no longer a power on the Plains.



CHIEF YELLOW HAND AND 2,500 CHEYENNES AMBUSH BUFFALO BILL



DeMille's shrewd idea, based on history, is to have the 2,500 Cheyennes come splashing magnificently down a shallow stream.



CHIEF YELLOW HAND



FOUR CHEYENNES IN FACT AS WELL AS IN THE MOVIES



# The Plainsman

(CONTINUED)



The Villain of the picture is Charles Bickford, a trader who smuggles guns to the Indians. Gary Cooper, as Wild Bill Hickok, trails him over the

Northwest, finds him at last hiding rifles under a buffalo skin (above) in Deadwood, South Dakota. Wild Bill shoots him dead (see right).



Calamity Jane could jerk a man's hat off with a rawhide whip at 15 paces. Here she is giving a

demonstration to the citizens of Hays City who would run her out of town for betraying Buffalo Bill.



Gary Cooper as Wild Bill Hickok, demonstrates that he can pull two guns with a speed that would do credit to Jack Holt.





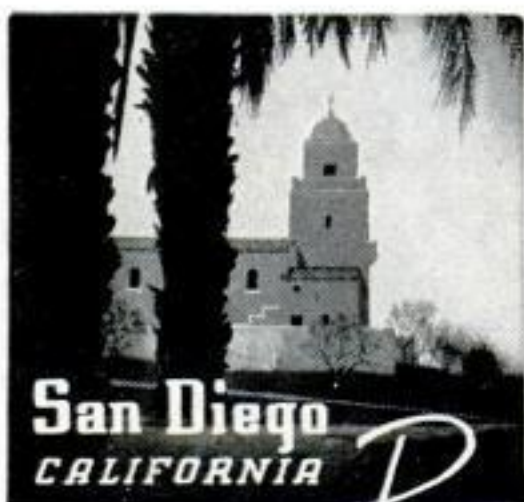
FEDERAL TROOPS RIDE INTO DEADWOOD, SOUTH DAKOTA, ONETIME TOUGHEST TOWN IN THE U.S.A.



Wild Bill Hickok's murderer was one Jack McCall (*right*) who thought to gain glory for himself by killing the toughest man on the frontier. He shot Hickok in the back of the head in a Deadwood saloon on Aug. 2, 1876. McCall (*top picture*) is trying to escape across a woodpile in the foreground, only to be caught by Federal troops.







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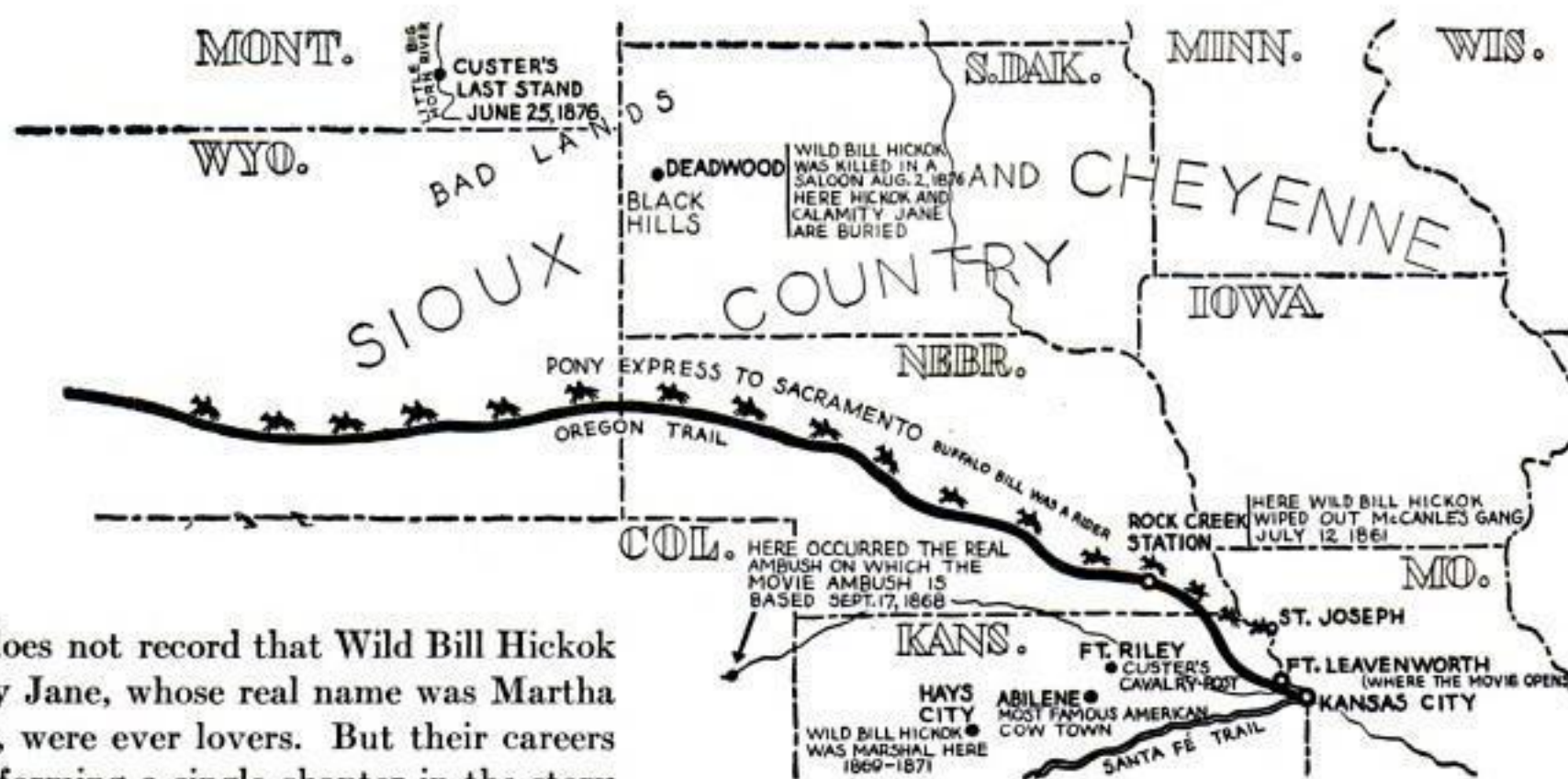
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## LAND OF THE PLAINSMEN



**H**ISTORY does not record that Wild Bill Hickok and Calamity Jane, whose real name was Martha Jane Canary, were ever lovers. But their careers ran parallel, forming a single chapter in the story of the Great Plains. Hickok, after his scouting days, was marshal of Hays City, Kans., later of Abilene. When he was shot in 1876, Calamity mourned over his body. She herself lived until 1903.



CALAMITY JANE



WILD BILL HICKOK



The graves of Hickok and Calamity Jane are side by side in a Deadwood cemetery. Hickok's

statue was partially chipped away by souvenir hunters before a steel fence was built around it.



# CURTAIN GOING UP!

The curtain is rising on the great drama of another year.

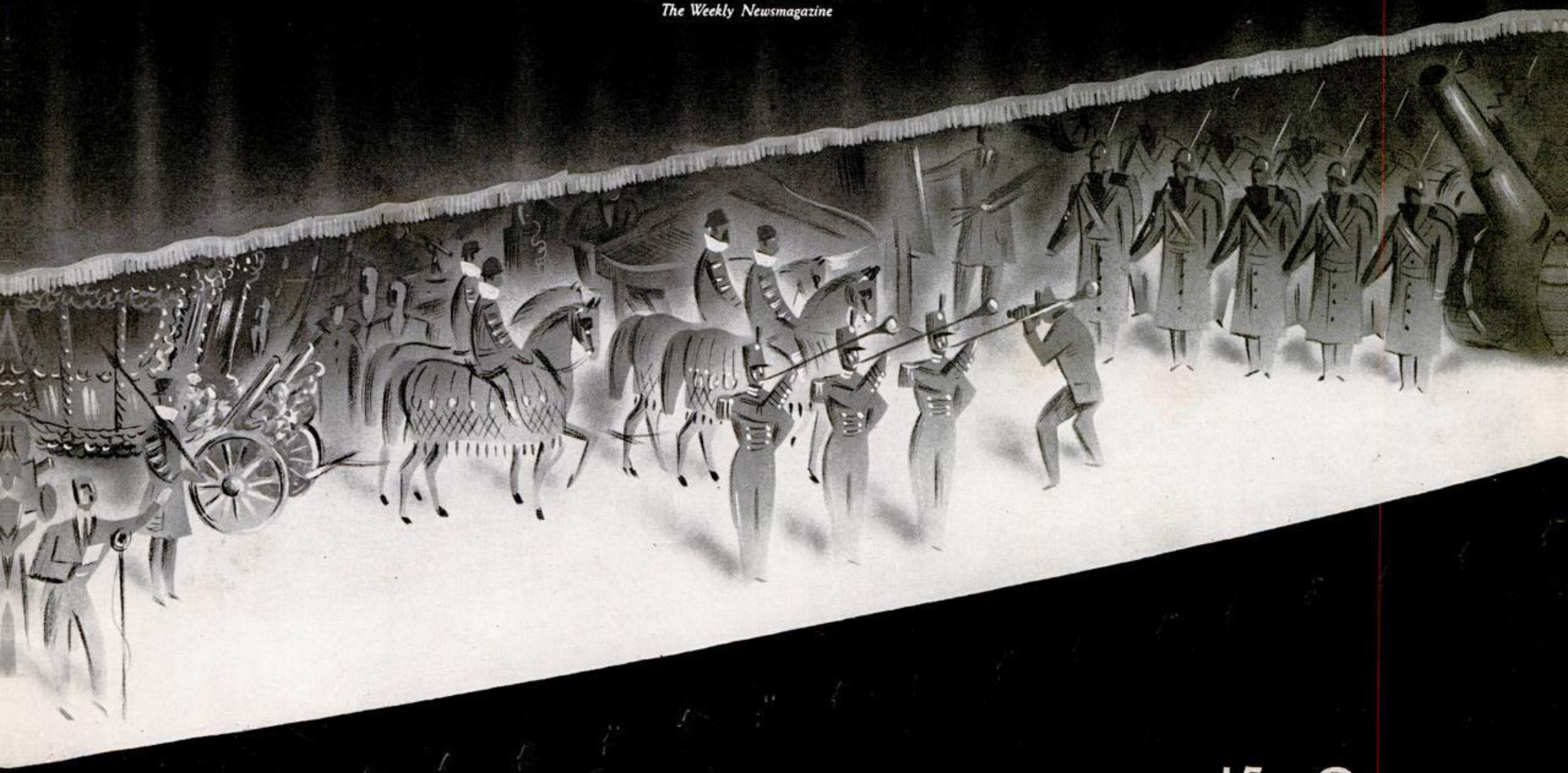
And not even the actors know what stirring tragedies, what heroic adventures, what high comedies and low deceptions they must play before the curtain falls. No one can foretell what unknown players will strut to sudden fame... or what familiar stars will make their final exit.

On this wide stage nations mightier far than Spain or Ethiopia may keep a rendezvous with disaster—kings may still renounce their thrones for Cinderellas—and long depressions at last may find their happy ending. Truth is still stranger than fiction, and the great show of 1937 will be as enthralling as the whole struggling world each week can make it.

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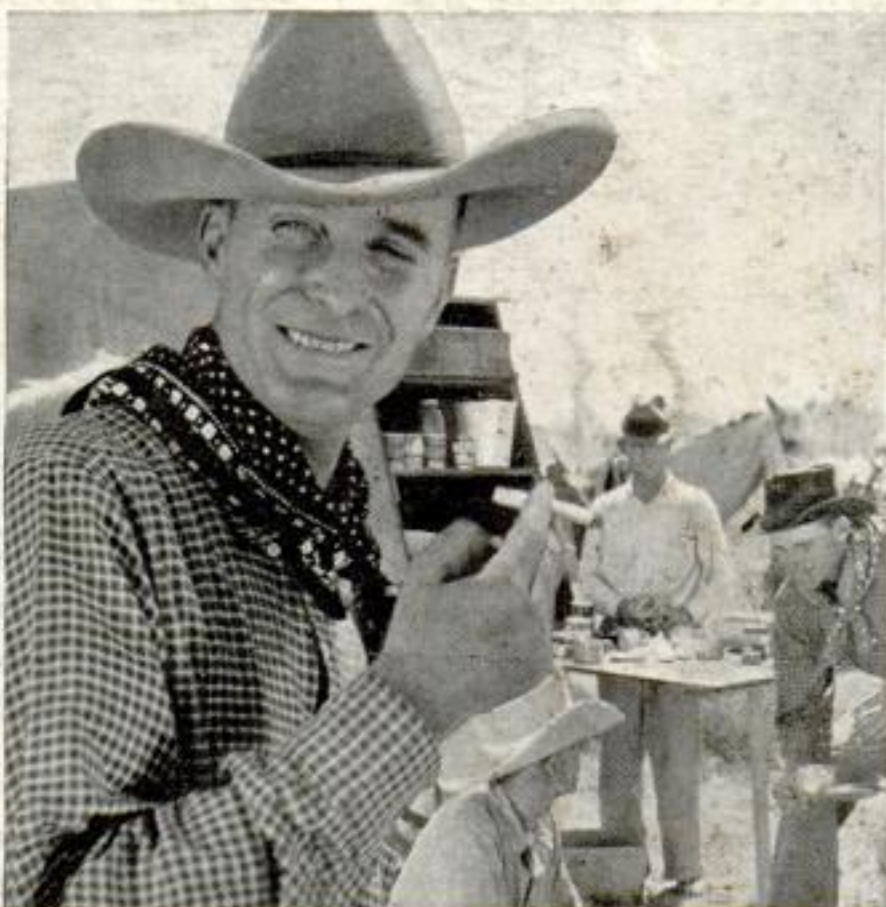
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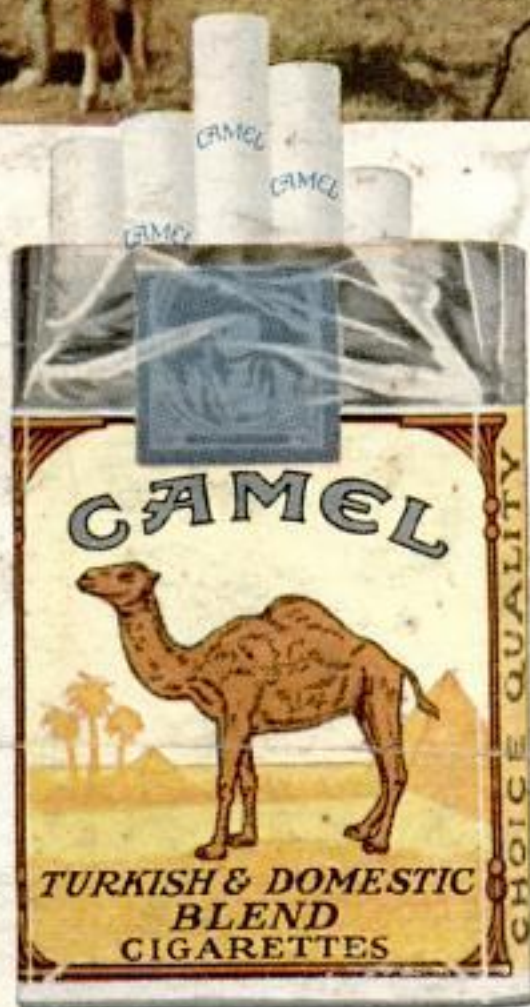


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